

Monica B Fine

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1283085/publications.pdf>

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7
papers

215
citations

1478505

6
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

167
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|--|-----|-----------|
| 1 | Sustainable fashion themes in luxury brand storytelling: The sustainability fashion research grid. <i>Journal of Global Fashion Marketing</i> , 2019, 10, 111-128. | 3.7 | 51 |
| 2 | Marketing spending and aftermarket performance of IPO firms. <i>Marketing Intelligence and Planning</i> , 2017, 35, 560-576. | 3.5 | 8 |
| 3 | Relationship quality in higher education marketing: the role of social media engagement. <i>Journal of Marketing for Higher Education</i> , 2017, 27, 40-58. | 3.2 | 92 |
| 4 | Prosumer motivations for electronic word-of-mouth communication behaviors. <i>Journal of Hospitality and Tourism Technology</i> , 2017, 8, 280-295. | 3.8 | 45 |
| 5 | The Use of Sina Weibo and Twitter by International Luxury Hotels. <i>Tourism, Culture and Communication</i> , 2016, 16, 137-145. | 0.2 | 7 |
| 6 | Getting what you're worth: Implications that affect firm value in a brand acquisition. <i>Journal of Brand Management</i> , 2016, 23, 70-96. | 3.5 | 9 |
| 7 | Value-Added University Services: The Importance of On-Campus Recreational Facilities. <i>Services Marketing Quarterly</i> , 2016, 37, 24-35. | 1.1 | 3 |