

Long Thang Van Nguyen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2005377/publications.pdf>

Version: 2024-02-01

18
papers

207
citations

1478280

6
h-index

1281743

11
g-index

18
all docs

18
docs citations

18
times ranked

151
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | Risk perception and COVID-19 preventive behaviors: application of the integrative model of behavioral prediction. <i>Social Science Journal</i> , 0, , 1-14. | 0.9 | 22 |
| 2 | Sustainable reuse of fashion waste as flame-retardant mattress filling with ecofriendly chemicals. <i>Journal of Cleaner Production</i> , 2020, 251, 119620. | 4.6 | 19 |
| 3 | The Mediating Role of Brand Knowledge on Employees' Brand Citizenship Behaviour: Does Organizational Tenure Matter?. <i>Australasian Marketing Journal</i> , 2019, 27, 169-178. | 3.5 | 18 |
| 4 | Preventing the COVID-19 Outbreak in Vietnam: Social Media Campaign Exposure and the Role of Interpersonal Communication. <i>Health Communication</i> , 2023, 38, 394-401. | 1.8 | 17 |
| 5 | The Impact of Electronic-Word-of Mouth on e-Loyalty and Consumers' e-Purchase Decision Making Process: A Social Media Perspective. <i>International Journal of Trade Economics and Finance</i> , 2019, 10, 85-91. | 0.1 | 17 |
| 6 | Engagement in online communities: implications for consumer price perceptions. <i>Journal of Strategic Marketing</i> , 2016, 24, 241-260. | 3.7 | 16 |
| 7 | Employee engagement in brand value co-creation: An empirical study of Vietnamese boutique hotels. <i>Journal of Hospitality and Tourism Management</i> , 2021, 48, 88-98. | 3.5 | 15 |
| 8 | Social brand engagement and brand positioning for higher educational institutions: an empirical study in Sri Lanka. <i>Journal of Marketing for Higher Education</i> , 2022, 32, 179-196. | 2.3 | 10 |
| 9 | Influenced by Anonymous Others: Effects of Online Comments on Risk Perception and Intention to Communicate. <i>Health Communication</i> , 2021, 36, 909-919. | 1.8 | 10 |
| 10 | The impact of subjective norms, eWOM and perceived brand credibility on brand equity: application to the higher education sector. <i>International Journal of Educational Management</i> , 2021, 35, 63-74. | 0.9 | 9 |
| 11 | The impact of social media marketing and brand credibility on higher education institutes' brand equity in emerging countries. <i>Journal of Marketing Communications</i> , 2023, 29, 770-795. | 2.7 | 9 |
| 12 | Drivers of social media disengagement: a study of young consumers in Vietnam. <i>Young Consumers</i> , 2019, 21, 155-170. | 2.3 | 8 |
| 13 | With whom do consumers interact?. <i>Journal of Social Marketing</i> , 2019, 10, 18-37. | 1.3 | 8 |
| 14 | Collective empowerment in online communities: conceptualization, scale refinement, and validation. <i>Journal of Marketing Theory and Practice</i> , 2020, 28, 301-317. | 2.6 | 8 |
| 15 | Association Between Online Social Influence and Corporal Punishment: An Experimental Study. <i>Child and Adolescent Social Work Journal</i> , 2020, 37, 163-177. | 0.7 | 7 |
| 16 | Driving enrolment intention through social media engagement: a study of Vietnamese prospective students. <i>Higher Education Research and Development</i> , 2021, 40, 1040-1055. | 1.9 | 6 |
| 17 | The Challenges for Sustainability Marketing Approach: An Empirical Study in Vietnamese Fashion SMEs. <i>International Journal of Trade Economics and Finance</i> , 2019, 10, 104-107. | 0.1 | 5 |
| 18 | Fashion waste management problem and sustainability: A developing country perspective. , 2021, , 3-29. | | 3 |