

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	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
2	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
3	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
4	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
5	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
6	Fashion waste management problem and sustainability: A developing country perspective. , 2021, , 3-29.		3
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	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
9	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
10	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
11	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
12	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
13	Drivers of social media disengagement: a study of young consumers in Vietnam. <i>Young Consumers</i> , 2019, 21, 155-170.	2.3	8
14	With whom do consumers interact?. <i>Journal of Social Marketing</i> , 2019, 10, 18-37.	1.3	8
15	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
16	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
17	Engagement in online communities: implications for consumer price perceptions. <i>Journal of Strategic Marketing</i> , 2016, 24, 241-260.	3.7	16
18	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