

Gina Brynildsen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2346584/publications.pdf>

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3
papers

92
citations

2682572

2
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

82
citing authors

#	ARTICLE	IF	CITATIONS
1	Franchise network relationships and word of mouth communication in social media networks. <i>Industrial Marketing Management</i> , 2022, 102, 153-163.	6.7	6
2	The effects of acculturation on Hispanic Americans' perceptions of shoplifting. <i>Journal of Retailing and Consumer Services</i> , 2022, 68, 103006.	9.4	1
3	Social media, customer engagement and advocacy. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 1247-1272.	8.0	85