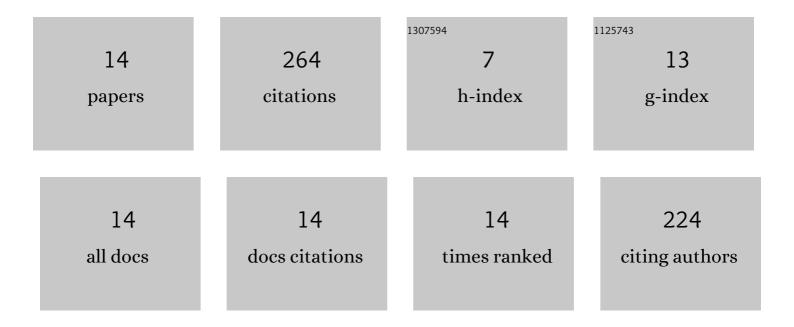
## Des Laffey

## List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/240002/publications.pdf Version: 2024-02-01



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| #  | Article  | IF   | CITATIONS |
|----|--|------|-----------|
| 1  | Is Twitter for the Birds?. Journal of Marketing Education, 2011, 33, 183-192.  | 2.4  | 114       |
| 2  | Paid search: The innovation that changed the Web. Business Horizons, 2007, 50, 211-218.  | 5.2  | 43        |
| 3  | The use of Web 2.0 technologies in marketing classes: Key drivers of student acceptance. Journal of<br>Consumer Behaviour, 2013, 12, 412-422.                                      | 4.2  | 31        |
| 4  | Comparison websites in UK retail financial services. Journal of Financial Services Marketing, 2009, 14,<br>173-186.  | 3.4  | 21        |
| 5  | Patriot games: the regulation of online gambling in the European Union. Journal of European Public Policy, 2016, 23, 1425-1441.  | 4.0  | 13        |
| 6  | Comparison websites: evidence from the service sector. Service Industries Journal, 2010, 30, 1939-1954.  | 8.3  | 11        |
| 7  | Entrepreneurship and Innovation in the UK Betting Industry:. European Management Journal, 2005, 23, 351-359.   | 5.1  | 9         |
| 8  | A shift in power? Value co-creation through successful crowdfunding. Technological Forecasting and Social Change, 2021, 172, 121035.   | 11.6 | 8         |
| 9  | Applying Stabell and Fjeldstad's value configurations to E-commerce: A cross-case analysis of UK comparison websites. Journal of Strategic Information Systems, 2009, 18, 192-204. | 5.9  | 7         |
| 10 | Click trading: A case study of Moneynet. Journal of Strategic Information Systems, 2009, 18, 56-64.  | 5.9  | 4         |
| 11 | The Ultimate Bluff: A Case Study of Partygaming.Com. Journal of Information Technology, 2007, 22, 479-488.   | 3.9  | 1         |
| 12 | Teaching Case: Paid Search Wars. Communications of the Association for Information Systems, 2008, 22, .  | 0.9  | 1         |
| 13 | Online retail financial services in a changing world. Service Industries Journal, 2015, 35, 499-501.   | 8.3  | 1         |
|    |  |      |           |

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