

Ida Darmawan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3438422/publications.pdf>

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3
papers

85
citations

2682335

2
h-index

2549979

3
g-index

4
all docs

4
docs citations

4
times ranked

106
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Message Type and Sponsorship Disclosure in Influencer Marketing of Prescription Drugs. <i>Journal of Global Marketing</i> , 2022, 35, 21-36.	2.0	4
2	Comparison of the effects of help-seeking and product-claim direct-to-consumer advertising (DTCA) and the underlying mechanism. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2021, 15, 354-370.	0.7	2
3	The Role of Social Media in Enhancing Clinical Trial Recruitment: Scoping Review. <i>Journal of Medical Internet Research</i> , 2020, 22, e22810.	2.1	79