

Biljana Juric

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4076320/publications.pdf>

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15
papers

5,046
citations

1040056

9
h-index

996975

15
g-index

17
all docs

17
docs citations

17
times ranked

3042
citing authors

#	ARTICLE	IF	CITATIONS
1	A Negative Actor Engagement Scale for Online Knowledge-Sharing Platforms. Australasian Marketing Journal, 2023, 31, 36-48.	5.4	2
2	Trajectories of influential conceptual articles in service research. Journal of Service Management, 2021, ahead-of-print, .	7.2	6
3	Actor engagement valence. Journal of Service Management, 2018, 29, 491-516.	7.2	35
4	Customer engagement: Developing an innovative research that has scholarly impact. Journal of Global Scholars of Marketing Science, 2018, 28, 291-303.	2.0	6
5	NEGATIVE ACTOR ENGAGEMENT IN STUDENT LEARNING SYSTEM: CONCEPTUALISATION, SCALE DEVELOPMENT AND VALIDATION. Global Fashion Management Conference, 2018, 2018, 794-794.	0.0	0
6	Dynamic multi-actor engagement in networks: the case of United Breaks Guitars. Journal of Service Theory and Practice, 2017, 27, 738-760.	3.2	65
7	Virtual brand community engagement practices: a refined typology and model. Journal of Services Marketing, 2017, 31, 204-217.	3.0	161
8	Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 2013, 66, 105-114.	10.2	2,069
9	Customer Engagement. Journal of Service Research, 2011, 14, 252-271.	12.2	2,354
10	Exploring the Usefulness of an Ecotourism Interest Scale. Journal of Travel Research, 2002, 40, 259-269.	9.0	45
11	Foreign Currency Conversion Strategies used by Tourists. Annals of Tourism Research, 2002, 29, 866-869.	6.4	5
12	Level of market development and intensity of organic food consumption: cross-cultural study of Danish and New Zealand consumers. Journal of Consumer Marketing, 2001, 18, 392-409.	2.3	179
13	Consumers' attitudes towards imported food products. Food Quality and Preference, 1998, 9, 431-441.	4.6	90
14	From the Student Perspective: Why Enroll in an Introductory Marketing Course?. Journal of Marketing Education, 1997, 19, 65-76.	2.4	6
15	Students' Motivation to Study Introductory Marketing. Educational Psychology, 1996, 16, 389-405.	2.7	6