

Joe Phua

List of Publications by Citations

Source: <https://exaly.com/author-pdf/422680/joe-phua-publications-by-citations.pdf>

Version: 2024-04-28

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

38
papers

1,650
citations

18
h-index

40
g-index

41
ext. papers

2,075
ext. citations

3.8
avg, IF

5.81
L-index

#	Paper	IF	Citations
38	Following Celebrities' Tweets About Brands: The Impact of Twitter-Based Electronic Word-of-Mouth on Consumers' Source Credibility Perception, Buying Intention, and Social Identification With Celebrities. <i>Journal of Advertising</i> , 2014 , 43, 181-195	4.4	322
37	Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. <i>Journal of Interactive Advertising</i> , 2017 , 17, 138-149	6.2	256
36	Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. <i>Computers in Human Behavior</i> , 2017 , 72, 115-122	7.7	241
35	Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. <i>Telematics and Informatics</i> , 2017 , 34, 412-424	8.1	217
34	Sports Fans and Media Use: Influence on Sports Fan Identification and Collective Self-Esteem. <i>International Journal of Sport Communication</i> , 2010 , 3, 190-206	0.6	62
33	Explicating the 'Like' on Facebook brand pages: The effect of intensity of Facebook use, number of overall 'Likes' and number of friends' 'Likes' on consumers' brand outcomes. <i>Journal of Marketing Communications</i> , 2016 , 22, 544-559	2.2	58
32	Binding a home away from home—the use of social networking sites by Asia-Pacific students in the United States for bridging and bonding social capital. <i>Asian Journal of Communication</i> , 2011 , 21, 504-519	2.5	51
31	Telling stories about breastfeeding through Facebook: The impact of user-generated content (UGC) on pro-breastfeeding attitudes. <i>Computers in Human Behavior</i> , 2015 , 46, 6-17	7.7	44
30	Use of Social Networking Sites by Sports Fans: Implications for the Creation and Maintenance of Social Capital. <i>Journal of Sports Media</i> , 2012 , 7, 109-132	0	32
29	Participating in Health Issue-Specific Social Networking Sites to Quit Smoking: How Does Online Social Interconnectedness Influence Smoking Cessation Self-Efficacy?. <i>Journal of Communication</i> , 2013 , 63, 933-952	2.4	31
28	Celebrity-endorsed e-cigarette brand Instagram advertisements: Effects on young adults' attitudes towards e-cigarettes and smoking intentions. <i>Journal of Health Psychology</i> , 2018 , 23, 550-560	3.1	29
27	The reference group perspective for smoking cessation: an examination of the influence of social norms and social identification with reference groups on smoking cessation self-efficacy. <i>Psychology of Addictive Behaviors</i> , 2013 , 27, 102-12	3.4	29
26	The influence of peer norms and popularity on smoking and drinking behavior among college fraternity members: A social network analysis. <i>Social Influence</i> , 2011 , 6, 153-168	0.5	27
25	Starring in your own Snapchat advertisement: Influence of self-brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. <i>Telematics and Informatics</i> , 2018 , 35, 1524-1533	8.1	26
24	Understanding consumer engagement with celebrity-endorsed E-Cigarette advertising on instagram. <i>Computers in Human Behavior</i> , 2018 , 84, 93-102	7.7	23
23	Making Reservations Online: The Impact of Consumer-Written and System-Aggregated User-Generated Content (UGC) in Travel Booking Websites on Consumers' Behavioral Intentions. <i>Journal of Travel and Tourism Marketing</i> , 2016 , 33, 101-117	6.6	23
22	The effects of similarity, parasocial identification, and source credibility in obesity public service announcements on diet and exercise self-efficacy. <i>Journal of Health Psychology</i> , 2016 , 21, 699-708	3.1	23

21	The moderating effect of computer users' autotelic need for touch on brand trust, perceived brand excitement, and brand placement awareness in haptic games and in-game advertising (IGA). <i>Computers in Human Behavior</i> , 2015 , 43, 58-67	7.7	18
20	The roles of celebrity endorsers and consumers' vegan identity in marketing communication about veganism. <i>Journal of Marketing Communications</i> , 2020 , 26, 813-835	2.2	17
19	Do human values matter for promoting brands on social media? How social media users' values influence valuable brand-related activities such as sharing, content creation, and reviews? <i>Journal of Consumer Behaviour</i> , 2020 , 19, 13-23	3	16
18	Pro-veganism on Instagram. <i>Online Information Review</i> , 2020 , 44, 685-704	2	14
17	E-Cigarette Marketing On Social Networking Sites. <i>Journal of Advertising Research</i> , 2019 , 59, 242-254	2.1	14
16	Self-endorsing in digital advertisements: Using virtual selves to persuade physical selves. <i>Computers in Human Behavior</i> , 2017 , 71, 110-121	7.7	13
15	Authenticity in Obesity Public Service Announcements: Influence of Spokesperson Type, Viewer Weight, and Source Credibility on Diet, Exercise, Information Seeking, and Electronic Word-of-Mouth Intentions. <i>Journal of Health Communication</i> , 2016 , 21, 337-45	2.5	13
14	Intergroup Contact, COVID-19 News Consumption, and the Moderating Role of Digital Media Trust on Prejudice Toward Asians in the United States: Cross-Sectional Study. <i>Journal of Medical Internet Research</i> , 2020 , 22, e22767	7.6	10
13	Effects of Brand Name versus Empowerment Advertising Campaign Hashtags in Branded Instagram Posts of Luxury versus Mass-Market Brands. <i>Journal of Interactive Advertising</i> , 2020 , 20, 95-110	6.2	8
12	Sport team-endorsed brands on Facebook. <i>Online Information Review</i> , 2018 , 42, 438-450	2	6
11	The Influence of Asian American Spokesmodels in Technology-Related Advertising: An Experiment. <i>Howard Journal of Communications</i> , 2014 , 25, 399-414	0.9	5
10	Marketing a health Brand on Facebook: Effects of reaction icons and user comments on brand attitude, trust, purchase intention, and eWOM intention. <i>Health Marketing Quarterly</i> , 2020 , 37, 138-154	1.1	5
9	Connecting sponsor brands through sports competitions: an identity approach to brand trust and brand loyalty. <i>Sport, Business and Management</i> , 2021 , 11, 164-184	1.1	4
8	Negotiating the Cultural Steps in Developing an Online Intervention for Korean American Intimate Partner Violence. <i>Journal of Aggression, Maltreatment and Trauma</i> , 2017 , 26, 920-936	1.6	3
7	Participation in electronic cigarette-related social media communities: Effects on attitudes toward quitting, self-efficacy, and intention to quit. <i>Health Marketing Quarterly</i> , 2019 , 36, 322-336	1.1	3
6	Quitting smoking using health issue-specific Social Networking Sites (SNSs): What influences participation, social identification, and smoking cessation self-efficacy?. <i>Journal of Smoking Cessation</i> , 2014 , 9, 39-51	0.5	3
5	Digital and Interactive Marketing Communications in Sports. <i>Journal of Interactive Advertising</i> , 2021 , 21, 75-78	6.2	2
4	Self-categorization process in sport: An examination of the "insanity" phenomenon in Taiwan. <i>Sport Management Review</i> , 2016 , 19, 431-440	3.6	1

3	Can warning labels mitigate effects of advertising message claims in celebrity-endorsed Instagram-based electronic cigarette advertisements? Influence on social media users' E-cigarette attitudes and behavioral intentions. <i>Journal of Marketing Communications</i> , 1-21	2.2	0
2	Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach. <i>Nicotine and Tobacco Research</i> , 2021, 23, 815-822	4.9	0
1	What drives loyal fans of brand pages to take action? The effects of self-expansion and flow on loyal page fans' sharing and creation activities. <i>Journal of Brand Management</i> , 1	3.3	0