

# Isabelle Krebs

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4484121/publications.pdf>

Version: 2024-02-01

11  
papers

102  
citations

1684188

5  
h-index

1720034

7  
g-index

14  
all docs

14  
docs citations

14  
times ranked

65  
citing authors

#	ARTICLE	IF	CITATIONS
1	Is audience engagement worth the buzz? The value of audience engagement, comment reading, and content for online news brands. Journalism, 2019, 20, 714-732.	2.7	36
2	20 Years of Research on Media Brands and Media Branding. , 2015, , 33-49.		16
3	The Relationship of Competition and Financial Commitment Revisited: A Fuzzy Set Qualitative Comparative Analysis in European Newspaper Markets. Journal of Media Economics, 2014, 27, 60-78.	0.8	11
4	Non-journalistic competitors of news media brands on Google and YouTube: From solid competition to a liquid media market. Journal of Media Business Studies, 2021, 18, 27-44.	2.0	10
5	Does the brand affect the quality perception of news articles? " An experimental study on news media brands in Switzerland. Journal of Media Business Studies, 2017, 14, 235-256.	2.0	8
6	Identifying paths to audience success of media products: the media decision-makers™ perspective. JMM International Journal on Media Management, 2018, 20, 51-77.	0.8	8
7	Patterns of successful media production. Convergence, 2018, 24, 251-268.	2.7	5
8	Gesellschaftliche Wertschöpfung klassischer Massenmedien. Die Perspektiven von Medienorganisationen und Publikum in sechs Europäischen Ländern. , 2012, , 361-379.		2
9	Market orientation in news media: How learning about and responding to readers and competitors impact success. Journal of Applied Journalism and Media Studies, 2016, 5, 441-464.	0.2	1
10	Halten Medienmarken ihr Qualitätsversprechen? Eine Analyse von Medienmarken und Qualität in der Berichterstattung In sechs europäischen Metropolregionen. , 2014, , 57-84.		1
11	Information Competition in Disruptive Media Markets: Investigating Competition and User Selection on Google. Digital Journalism, 2023, 11, 1701-1722.	4.2	1