

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