

Momoko Fujita

List of Publications by Year in descending order

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6
papers

114
citations

1478505

6
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

115
citing authors

#	ARTICLE	IF	CITATIONS
1	CAPTURING AND CO-CREATING STUDENT EXPERIENCES IN SOCIAL MEDIA: A SOCIAL IDENTITY THEORY PERSPECTIVE. <i>Journal of Marketing Theory and Practice</i> , 2018, 26, 55-71.	4.3	51
2	The strategic co-creation of content and student experiences in social media. <i>Qualitative Market Research</i> , 2019, 22, 50-69.	1.5	15
3	A netnography of a university's social media brand community: Exploring collaborative co-creation tactics. <i>Journal of Global Scholars of Marketing Science</i> , 2017, 27, 148-164.	2.0	13
4	International students' engagement in their university's social media. <i>International Journal of Educational Management</i> , 2017, 31, 1119-1134.	1.5	13
5	Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions. <i>Journal of Business Research</i> , 2020, 121, 642-654.	10.2	12
6	Two-way acculturation in social media: The role of institutional efforts. <i>Technological Forecasting and Social Change</i> , 2019, 145, 532-542.	11.6	10