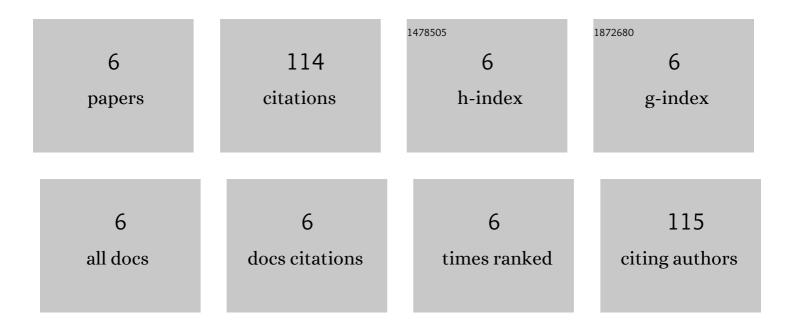
Momoko Fujita

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/448686/publications.pdf Version: 2024-02-01



Μομοκο Ειμιτλ

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