

Abeer A Mahrous

List of Publications by Year in descending order

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Version: 2024-02-01

29
papers

496
citations

686830

13
h-index

752256

20
g-index

29
all docs

29
docs citations

29
times ranked

330
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer participation in online co-creation experience: the role of e-service quality. <i>Journal of Research in Interactive Marketing</i> , 2015, 9, 313-336.	7.2	51
2	Achieving Superior Customer Experience: An Investigation of Multichannel Choices in the Travel and Tourism Industry of an Emerging Market. <i>Journal of Travel Research</i> , 2017, 56, 1049-1064.	5.8	50
3	A Cross-Cultural Investigation of Students's™ Perceptions of the Effectiveness of Pedagogical Tools. <i>Journal of Studies in International Education</i> , 2010, 14, 289-306.	1.9	34
4	Antecedents of participation in online brand communities and their purchasing behavior consequences. <i>Service Business</i> , 2017, 11, 229-251.	2.2	30
5	Entrepreneurial marketing strategy, institutional environment, and business performance of SMEs in Egypt. <i>Journal of Entrepreneurship in Emerging Economies</i> , 2020, 12, 727-746.	1.5	29
6	A proposed measurement scale for mixed-images destinations and its interrelationships with destination loyalty and travel experience. <i>Tourism Management Perspectives</i> , 2020, 35, 100677.	3.2	29
7	Sustainable Consumption Behavior of Energy and Water-Efficient Products in a Resource-Constrained Environment. <i>Journal of Global Marketing</i> , 2020, 33, 335-353.	2.0	27
8	Enhancing resilience to negative information in consumer-brand interaction: the mediating role of brand knowledge and involvement. <i>Journal of Research in Interactive Marketing</i> , 2021, 15, 571-591.	7.2	26
9	Antecedents of privacy concerns and their online actual purchase consequences: a cross-country comparison. <i>International Journal of Electronic Marketing and Retailing</i> , 2011, 4, 248.	0.1	24
10	The influence of student-university identification on student's™ advocacy intentions: the role of student satisfaction and student trust. <i>Journal of Marketing for Higher Education</i> , 2021, 31, 197-219.	2.3	23
11	Do cultural norms affect social network behavior inappropriateness? A global study. <i>Journal of Business Research</i> , 2018, 85, 10-22.	5.8	22
12	Nation branding: the strategic imperative for sustainable market competitiveness. <i>Journal of Humanities and Applied Social Sciences</i> , 2019, 1, 146-158.	0.5	22
13	Egypt's™ perceived destination image and its impact on tourist's™ future behavioural intentions. <i>International Journal of Tourism Cities</i> , 2019, 6, 449-466.	1.2	18
14	The relationship between entrepreneurial orientation, marketing innovation and competitive marketing advantage of female entrepreneurs in Egypt. <i>International Journal of Technology Management and Sustainable Development</i> , 2017, 16, 157-174.	0.4	17
15	Capture the hearts to win the minds: cause-related marketing in Egypt. <i>International Review on Public and Nonprofit Marketing</i> , 2020, 17, 255-276.	1.3	13
16	Covid-19 global pandemic, workplace spirituality and the rise of spirituality-driven organisations in the post-digital era. <i>Journal of Humanities and Applied Social Sciences</i> , 2022, 4, 79-93.	0.5	13
17	Implications of the use of social media for pre-purchase information searches for automobiles. <i>International Journal of Technology Marketing</i> , 2016, 11, 254.	0.1	11
18	Effective management of an internationalization strategy: A case study on Egyptian's™ "British universities's™ partnerships. <i>International Journal of Technology Management and Sustainable Development</i> , 2018, 17, 183-202.	0.4	11

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19	Students' evaluations and perceptions of learning within business schools in Egypt. Journal of Marketing for Higher Education, 2012, 22, 55-70.	2.3	8
20	Sustainable Marketing: A Marketing Revolution or A Research Fad. Archives of Business Research, 2020, 8, 172-181.	0.0	8
21	Revisiting online banner advertising recall: An experimental study of the factors affecting banner recall in an Arab context. Journal of Arab and Muslim Media Research, 2016, 9, 237-249.	0.2	7
22	Perceived service value, customer engagement and brand loyalty in health care centres in Egypt. Marketing and Management of Innovations, 2018, , 95-108.	0.4	7
23	Female Entrepreneurship in Egypt: New Theoretical and Public Policy Implication. Marketing and Management of Innovations, 2019, , 151-160.	0.4	5
24	How manipulating incentives and participation in green programs affect satisfaction: The mediating role of warm glow. Journal of Cleaner Production, 2022, 362, 132306.	4.6	5
25	Users' engagement on Facebook: a cluster analysis. International Journal of Business and Emerging Markets, 2016, 8, 426.	0.1	3
26	Social Media Marketing. , 2013, , 56-68.		3
27	A Qualitative Study of Cause-Related Marketing Campaigns and Consumers'™ Purchase Intention of On-Demand Ride Services in Egypt. World Journal of Business and Management, 2019, 5, 26.	0.3	0
28	Users' engagement on Facebook: a cluster analysis. International Journal of Business and Emerging Markets, 2016, 8, 426.	0.1	0
29	A Theoretical Framework of the Relationship between Celebrity Endorsement and Charity Donations. SSRN Electronic Journal, 0, , .	0.4	0