

Marie-Odile Richard

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5633067/publications.pdf>

Version: 2024-02-01

8
papers

1,345
citations

1683354

5
h-index

1872312

6
g-index

8
all docs

8
docs citations

8
times ranked

978
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of social media on consumer acculturation: Current challenges, opportunities, and an agenda for research and practice. <i>International Journal of Information Management</i> , 2020, 51, 102026.	10.5	41
2	Advertising in the World of Social Media-Based Brand Communities. , 2018, , 545-556.		0
3	Testing an extended model of consumer behavior in the context of social media-based brand communities. <i>Computers in Human Behavior</i> , 2016, 62, 292-302.	5.1	82
4	Recent Advances in Online Consumer Behavior. , 2016, , 1706-1723.		1
5	Advertising in the World of Social Media-Based Brand Communities. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 160-170.	0.7	1
6	Brand communities based in social media: How unique are they? Evidence from two exemplary brand communities. <i>International Journal of Information Management</i> , 2014, 34, 123-132.	10.5	214
7	The roles of brand community and community engagement in building brand trust on social media. <i>Computers in Human Behavior</i> , 2014, 37, 152-161.	5.1	355
8	The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. <i>Computers in Human Behavior</i> , 2012, 28, 1755-1767.	5.1	651