Alexander Rossmann

List of Publications by Year
in descending order

4 papers	**413** citations	2942236 **2** h-index	2797723 **3** g-index
5 all docs	**5** docs citations	**5** times ranked	**453** citing authors

#	Article	IF	Citations
1	Effective Agile IT Governance Mechanisms in Higher Education Institutions. Advances in Educational Marketing, Administration, and Leadership Book Series, 2022, , 110-128.	0.1	0
2	Agility matters! Agile Mechanisms in IT Governance and their Impact on Firm Performance. , 2020, , .		3
3	An adoption framework for mobile augmented reality games: The case of PokÃ©mon Go. Computers in Human Behavior, 2017, 76, 276-286.	5.1	324
4	Drivers of user engagement in eWoM communication. Journal of Services Marketing, 2016, 30, 541-553.	1.7	85