

Alexander Rossmann

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

5

papers

265

citations

2

h-index

5

g-index

5

ext. papers

339

ext. citations

3.9

avg, IF

3.81

L-index

#	Paper	IF	Citations
5	Effective Agile IT Governance Mechanisms in Higher Education Institutions. <i>Advances in Educational Marketing, Administration, and Leadership Book Series</i> , 2022 , 110-128	0.1	
4	Agility matters! Agile Mechanisms in IT Governance and their Impact on Firm Performance 2020 ,		2
3	An adoption framework for mobile augmented reality games: The case of Pokémon Go. <i>Computers in Human Behavior</i> , 2017 , 76, 276-286	7.7	202
2	Drivers of user engagement in eWoM communication. <i>Journal of Services Marketing</i> , 2016 , 30, 541-553	4	60
1	Social Media – Eine neue Logik für das Marketing?. <i>Marketing Review St Gallen</i> , 2011 , 28, 55-60		1