Alexander Rossmann

List of Publications by Year in Descending Order

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. *Advances in Educational Marketing, Administration, and Leadership Book Series*, **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. *Computers in Human Behavior*, **2017**, 76, 276-286	7.7	202
2	Drivers of user engagement in eWoM communication. *Journal of Services Marketing*, **2016**, 30, 541-553	4	60
1	Social Media – Eine neue Logik für das Marketing?. *Marketing Review St Gallen*, **2011**, 28, 55-60		1