

Elvira Bolat

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7617090/publications.pdf>

Version: 2024-02-01

15
papers

119
citations

1937685

4
h-index

1372567

10
g-index

15
all docs

15
docs citations

15
times ranked

99
citing authors

#	ARTICLE	IF	CITATIONS
1	A comparative impact of cause-related marketing and sponsorship leveraged internet display advertising. <i>International Journal of Internet Marketing and Advertising</i> , 2022, 16, 1.	0.2	1
2	Perceptions of Interactive, Real-Time Persuasive Technology for Managing Online Gambling. <i>Lecture Notes in Computer Science</i> , 2022, , 28-42.	1.3	0
3	Cause-Related Marketing Advertising Formats on Nonprofit Websites. <i>Journal of Advertising Research</i> , 2021, 61, 289-302.	2.1	2
4	Mirror, mirror on the wall: Shifting leaderâ€“follower power dynamics in a social media context. <i>Leadership</i> , 2020, 16, 343-363.	1.8	17
5	Service brand rehab: diagnosing trust repair mechanisms. <i>Qualitative Market Research</i> , 2020, 23, 725-746.	1.5	2
6	Mobile Tech: Superfood or Super Fad of Creative Business?. <i>Journal of Business-to-Business Marketing</i> , 2019, 26, 295-318.	1.5	3
7	The African New Media Digital Revolution: Some Selected Cases from Nigeria. <i>Palgrave Studies of Entrepreneurship in Africa</i> , 2019, , 67-87.	0.2	4
8	When People are Problematically Attached to Social Media: How Would the Design Matter?. , 2019, , .		4
9	Empowering responsible online gambling by real-time persuasive information systems. , 2018, , .		4
10	Enabling Responsible Online Gambling by Real-time Persuasive Technologies. <i>Complex Systems Informatics and Modeling Quarterly</i> , 2018, , 44-68.	0.9	7
11	Radicalising the marketing of higher education: learning from student-generated social media data. <i>Journal of Marketing Management</i> , 2017, 33, 742-763.	2.3	34
12	A qualitative inquiry into customers' perspectives on branding and the role of digital technologies in B2B: A case study of Panasonic. <i>Journal of Customer Behavior</i> , 2016, 15, 97-116.	0.0	3
13	Businesses and mobile social media capability. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 971-981.	3.0	33
14	Business practitioners' perspectives on the value of mobile technology. <i>Journal of Customer Behavior</i> , 2016, 15, 31-48.	0.0	3
15	Gambling Data and Modalities of Interaction for Responsible Online Gambling: A Qualitative Study. <i>Journal of Gambling Issues</i> , 0, 44, .	0.3	2