

Paloma Diaz Soloaga

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8041933/publications.pdf>

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6
papers

48
citations

2258059

3
h-index

2272923

4
g-index

7
all docs

7
docs citations

7
times ranked

30
citing authors

#	ARTICLE	IF	CITATIONS
1	Fashion films as a new communication format to build fashion brands. <i>Communication and Society</i> , 2016, 29, 45-61.	1.0	34
2	The role of communication in organizational culture. Is there a pattern in Spanish fashion companies?. <i>Profesional De La Informacion</i> , 2019, 28, .	2.7	5
3	Lifestyle branding as a brand-oriented positioning strategy: Insights from Spanish fashion consultants. <i>Journal of Global Fashion Marketing</i> , 2020, 11, 361-379.	3.7	3
4	La imagen femenina en tiempos del #metoo: publicidad de moda, perfume y cosm�tica. <i>Profesional De La Informacion</i> , 0, , .	2.7	3
5	El proceso de co-creaci�n de marca a trav�s del eWOM: perfil, actitud y comportamiento de los usuarios. <i>Mediterranean Journal of Communication</i> , 2022, 13, 267.	0.4	2
6	Co-creaci�n, contenido y comunidad: nuevas bases del engagement digital en marcas de cosm�tica. , 2020, , .		0