Mathew Parackal

List of Publications by Year
in descending order

8	93	1683354 5	1473754 9
papers	citations	h-index	g-index
9	9	9	117
all docs	docs citations	times ranked	citing authors

#	ARTICLE	IF	CITATIONS
1	Dynamic transactional model: a framework for communicating public health messages via social media. Perspectives in Public Health, 2021, 141, 279-286.	0.8	12
2	Mining brand value propositions on Twitter: exploring the link between marketer-generated content and eWOM outcomes. Social Network Analysis and Mining, 2021, 11, 1.	1.9	6
3	A renewed media-mix, based on the dynamic transactional model, for communicating the harms of alcohol to women in New Zealand. Health Promotion International, 2019, 34, 921-930.	0.9	2
4	Associated Factors of Drinking Prior to Recognising Pregnancy and Risky Drinking among New Zealand Women Aged 18 to 35 Years. International Journal of Environmental Research and Public Health, 2019, 16, 1822.	1.2	3
5	Value-based prediction of election results using natural language processing: A case of the New Zealand General Election. International Journal of Market Research, 2018, 60, 156-168.	2.8	7
6	The Use of Facebook Advertising for Communicating Public Health Messages: A Campaign Against Drinking During Pregnancy in New Zealand. JMIR Public Health and Surveillance, 2017, 3, e49.	1.2	22
7	A Global Happiness Scale for Measuring Wellbeing: A Test of Immunity Against Hedonism. Journal of Happiness Studies, 2016, 17, 1529-1545.	1.9	11
8	Prevalence and Correlates of Drinking in Early Pregnancy Among Women who Stopped Drinking on Pregnancy Recognition. Maternal and Child Health Journal, 2013, 17, 520-529.	0.7	26