

Philipp A Rauschnabel

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8228928/publications.pdf>

Version: 2024-02-01

50
papers

5,913
citations

182225

30
h-index

274796

44
g-index

52
all docs

52
docs citations

52
times ranked

3427
citing authors

#	ARTICLE	IF	CITATIONS
1	Augmented Reality in Manufacturing: Exploring Workers'™ Perceptions of Barriers. IEEE Transactions on Engineering Management, 2023, 70, 3344-3357.	2.4	15
2	XR in Tourism Marketing. , 2022, , 816-819.		7
3	Can augmented reality satisfy consumers' need for touch?. Psychology and Marketing, 2022, 39, 508-523.	4.6	56
4	Beyond the gimmick: How affective responses drive brand attitudes and intentions in augmented reality marketing. Psychology and Marketing, 2022, 39, 1285-1301.	4.6	32
5	What is XR? Towards a Framework for Augmented and Virtual Reality. Computers in Human Behavior, 2022, 133, 107289.	5.1	234
6	Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. International Journal of Information Management, 2022, 66, 102542.	10.5	702
7	Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management, 2021, 59, 102168.	10.5	637
8	Augmented reality is eating the real-world! The substitution of physical products by holograms. International Journal of Information Management, 2021, 57, 102279.	10.5	105
9	Culture and social media: the relationship between cultural values and hashtagging styles. Behaviour and Information Technology, 2020, 39, 758-770.	2.5	30
10	Social media monitoring: What can marketers learn from Facebook brand photos?. Journal of Business Research, 2020, 117, 707-717.	5.8	35
11	Nostalgia beats the wow-effect: Inspiration, awe and meaningful associations in augmented reality marketing. Journal of Retailing and Consumer Services, 2020, 53, 101987.	5.3	122
12	Is brand love materialistic?. Journal of Product and Brand Management, 2020, 30, 467-480.	2.6	17
13	Implementation of Augmented Reality in Manufacturing: A Case Study Exercise. Progress in IS, 2020, , 85-97.	0.5	4
14	Online Firestorms: Collaborative Brand Attacks. , 2019, , 117-133.		0
15	Social Media Monitoring: A Cautionary View. , 2019, , 91-115.		0
16	Social Media Privacy. , 2019, , 137-149.		5
17	Augmented reality marketing: How mobile AR-apps can improve brands through inspiration. Journal of Retailing and Consumer Services, 2019, 49, 43-53.	5.3	355
18	How functional and emotional ads drive smartwatch adoption. Internet Research, 2019, 29, 578-602.	2.7	73

#	ARTICLE	IF	CITATIONS
19	What motivates users to hashtag on social media?. Psychology and Marketing, 2019, 36, 473-488.	4.6	66
20	Understanding the diffusion of virtual reality glasses: The role of media, fashion and technology. Technological Forecasting and Social Change, 2019, 138, 228-242.	6.2	98
21	Determining visitor engagement through augmented reality at science festivals: An experience economy perspective. Computers in Human Behavior, 2018, 82, 44-53.	5.1	135
22	Exploring the Early Adopters of Augmented Reality Smart Glasses: The Case of Microsoft HoloLens. Progress in IS, 2018, , 229-245.	0.5	39
23	Functional, Hedonic or Social? Exploring Antecedents and Consequences of Virtual Reality Rollercoaster Usage. Progress in IS, 2018, , 247-258.	0.5	19
24	Augmented Reality Smart Glasses: Definition, Concepts and Impact on Firm Value Creation. Progress in IS, 2018, , 169-181.	0.5	37
25	A Conceptual Uses & Gratification Framework on the Use of Augmented Reality Smart Glasses. Progress in IS, 2018, , 211-227.	0.5	15
26	Measuring and managing organisations' social media climate: the social media climate index. International Journal of Technology Marketing, 2018, 13, 1.	0.1	2
27	Virtually enhancing the real world with holograms: An exploration of expected gratifications of using augmented reality smart glasses. Psychology and Marketing, 2018, 35, 557-572.	4.6	145
28	Religiousness and environmental concern: A multilevel and multi-country analysis of the role of life satisfaction and indulgence. Journal of Business Research, 2018, 91, 304-312.	5.8	59
29	Strategic customer engagement marketing: A decision making framework. Journal of Business Research, 2018, 92, 61-70.	5.8	94
30	Antecedents to the adoption of augmented reality smart glasses: A closer look at privacy risks. Journal of Business Research, 2018, 92, 374-384.	5.8	217
31	Reducing temptation to switch mobile data service providers over time. Industrial Management and Data Systems, 2018, 118, 1597-1628.	2.2	14
32	Are Wearables Good or Bad for Society?. , 2018, , 1313-1337.		3
33	Elements of strategic social media marketing: A holistic framework. Journal of Business Research, 2017, 70, 118-126.	5.8	483
34	A cross-cultural comparison of Croatian and American social network sites: Exploring cultural differences in motives for Instagram use. Computers in Human Behavior, 2017, 75, 643-651.	5.1	122
35	Why do satisfied customers defect? A closer look at the simultaneous effects of switching barriers and inducements on customer loyalty. Journal of Service Theory and Practice, 2017, 27, 616-641.	1.9	60
36	An adoption framework for mobile augmented reality games: The case of Pok�mon Go. Computers in Human Behavior, 2017, 76, 276-286.	5.1	324

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37	Engaging fans and the community in social media: interaction with institutions of higher education on Facebook. <i>Journal of Marketing for Higher Education</i> , 2017, 27, 112-130.	2.3	56
38	Are Wearables Good or Bad for Society?. <i>Advances in Educational Technologies and Instructional Design Book Series</i> , 2017, , 1-25.	0.2	9
39	Fashion or Technology? A Fashnology Perspective on the Perception and Adoption of Augmented Reality Smart Glasses. <i>I-com</i> , 2016, 15, 179-194.	0.9	61
40	Selling with technology: understanding the resistance to mobile sales assistant use in retailing. <i>Journal of Personal Selling and Sales Management</i> , 2016, 36, 240-263.	1.7	35
41	Wearable technologies: The role of usefulness and visibility in smartwatch adoption. <i>Computers in Human Behavior</i> , 2016, 65, 276-284.	5.1	354
42	Collaborative Brand Attacks in Social Media: Exploring the Antecedents, Characteristics, and Consequences of a New Form of Brand Crises. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 381-410.	2.6	85
43	Augmented reality smart glasses: an investigation of technology acceptance drivers. <i>International Journal of Technology Marketing</i> , 2016, 11, 123.	0.1	211
44	Brand management in higher education: The University Brand Personality Scale. <i>Journal of Business Research</i> , 2016, 69, 3077-3086.	5.8	132
45	Augmented Reality Smart Glasses and Knowledge Management: A Conceptual Framework for Enterprise Social Networks. , 2016, , 83-109.		24
46	Social Media Marketing. , 2016, , 2144-2158.		9
47	The Personality of Brand Lovers. , 2015, , 108-122.		17
48	Who will buy smart glasses? Empirical results of two pre-market-entry studies on the role of personality in individual awareness and intended adoption of Google Glass wearables. <i>Computers in Human Behavior</i> , 2015, 49, 635-647.	5.1	194
49	Brands and religious labels: a spillover perspective. <i>Journal of Marketing Management</i> , 2015, 31, 1285-1309.	1.2	30
50	Youâ€™re so lovable: Anthropomorphism and brand love. <i>Journal of Brand Management</i> , 2014, 21, 372-395.	2.0	193