

Elmira Djafarova

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8229272/publications.pdf>

Version: 2024-02-01

14
papers

1,216
citations

1305906

8
h-index

1181555

14
g-index

15
all docs

15
docs citations

15
times ranked

766
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring ethical consumption of generation Z: theory of planned behaviour. <i>Young Consumers</i> , 2022, 23, 413-431.	2.3	46
2	Can you be Mindful? The Effectiveness of Mindfulness-Driven Interventions in Enhancing the Digital Resilience to Fake News on COVID-19. <i>Information Systems Frontiers</i> , 2022, , 1-21.	4.1	10
3	â€œInstagram made Me buy itâ€™: Generation Z impulse purchases in fashion industry. <i>Journal of Retailing and Consumer Services</i> , 2021, 59, 102345.	5.3	170
4	Credibility of digital influencers on YouTube and Instagram. <i>International Journal of Internet Marketing and Advertising</i> , 2021, 15, 131.	0.1	5
5	â€œInstafamousâ€™ â€œ credibility and self-presentation of micro-celebrities on social media. <i>Information, Communication and Society</i> , 2019, 22, 1432-1446.	2.6	155
6	YouTube advertising: Exploring its effectiveness. <i>The Marketing Review</i> , 2019, 19, 127-145.	0.1	2
7	Exploring User-Generated Images in Online Reviews of Hotels. <i>Tourism Analysis</i> , 2018, 23, 323-335.	0.5	5
8	Exploring the relationships between self-presentation and self-esteem of mothers in social media in Russia. <i>Computers in Human Behavior</i> , 2017, 73, 20-27.	5.1	32
9	â€œRadical marketing, meet Newcastle upon Tyneâ€™: reflections on a memorable AM2016. <i>Journal of Marketing Management</i> , 2017, 33, 673-678.	1.2	0
10	Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. <i>Computers in Human Behavior</i> , 2017, 68, 1-7.	5.1	725
11	Why do advertisers use visual metaphors? A pragmatic perspective. <i>The Marketing Review</i> , 2016, 16, 203-214.	0.1	2
12	Language of Tourism Advertising: A Pragmatic Approach. <i>Tourism Analysis</i> , 2012, 17, 233-237.	0.5	3
13	Chinese students' decision-making process: A case of a Business School in the UK. <i>International Journal of Management Education</i> , 2012, 10, 129-138.	2.2	22
14	Why Do Advertisers Use Puns? A Linguistic Perspective. <i>Journal of Advertising Research</i> , 2008, 48, 267-275.	1.0	24