

Arash Ahmadi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8309451/publications.pdf>

Version: 2024-02-01

4
papers

35
citations

2682572

2
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

30
citing authors

#	ARTICLE	IF	CITATIONS
1	Thai Airways: key influencing factors on customers' word of mouth. <i>International Journal of Quality and Reliability Management</i> , 2019, 36, 40-57.	2.0	20
2	Emotional attachment: a bridge between brand reputation and brand advocacy. <i>Asia-Pacific Journal of Business Administration</i> , 2024, 16, 1-20.	2.7	11
3	Instagram celebrities and positive user responses. The mediating role of user "like". <i>Journal of Contemporary Marketing Science</i> , 2022, 5, 65-80.	1.1	3
4	Expressing gratitude versus empathetic apology: which one is better to use as an initial recovery strategy after a service failure?. <i>Journal of Contemporary Marketing Science</i> , 2021, ahead-of-print, .	1.1	1