

Arash Ahmadi

List of Publications by Year in descending order

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