

Paul Harrigan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8339202/publications.pdf>

Version: 2024-02-01

51
papers

2,640
citations

236912

25
h-index

206102

48
g-index

51
all docs

51
docs citations

51
times ranked

1758
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer engagement with tourism social media brands. <i>Tourism Management</i> , 2017, 59, 597-609.	9.8	473
2	Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. <i>Journal of Business Research</i> , 2018, 88, 388-396.	10.2	285
3	Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. <i>Australasian Marketing Journal</i> , 2020, 28, 160-170.	5.4	167
4	CRM to social CRM: the integration of new technologies into customer relationship management. <i>Journal of Strategic Marketing</i> , 2014, 22, 149-176.	5.5	154
5	How Can Marketing Academics Serve Marketing Practice? The New Marketing DNA as a Model for Marketing Education. <i>Journal of Marketing Education</i> , 2011, 33, 253-272.	2.4	103
6	Identifying influencers on social media. <i>International Journal of Information Management</i> , 2021, 56, 102246.	17.5	94
7	Exploring entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , 2015, 23, 94-111.	5.5	90
8	Modelling CRM in a Social Media Age. <i>Australasian Marketing Journal</i> , 2015, 23, 27-37.	5.4	87
9	Critical factors underpinning the e-CRM activities of SMEs. <i>Journal of Marketing Management</i> , 2011, 27, 503-529.	2.3	86
10	Linking social media to customer relationship management (CRM): a qualitative study on SMEs. <i>Journal of Small Business and Entrepreneurship</i> , 2018, 30, 193-214.	4.9	84
11	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. <i>Journal of Marketing Management</i> , 2019, 35, 1480-1513.	2.3	79
12	From e-CRM to s-CRM. Critical factors underpinning the social CRM activities of SMEs. <i>Small Enterprise Research: the Journal of SEAANZ</i> , 2014, 21, 99-116.	1.9	61
13	Investigating the e-CRM activities of Irish SMEs. <i>Journal of Small Business and Enterprise Development</i> , 2009, 16, 443-465.	2.6	55
14	CAPTURING AND CO-CREATING STUDENT EXPERIENCES IN SOCIAL MEDIA: A SOCIAL IDENTITY THEORY PERSPECTIVE. <i>Journal of Marketing Theory and Practice</i> , 2018, 26, 55-71.	4.3	51
15	Marketing research on Mobile apps: past, present and future. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 195-225.	11.2	48
16	Online brand advocacy (OBA): the development of a multiple item scale. <i>Journal of Product and Brand Management</i> , 2019, 29, 415-429.	4.3	42
17	The role of social media in the engagement and information processes of social CRM. <i>International Journal of Information Management</i> , 2020, 54, 102151.	17.5	42
18	Exploring and explaining SME marketing: investigating e-CRM using a mixed methods approach. <i>Journal of Strategic Marketing</i> , 2012, 20, 127-163.	5.5	41

#	ARTICLE	IF	CITATIONS
19	Internet Technologies, ECRM Capabilities, and Performance Benefits for SMEs: An Exploratory Study. <i>International Journal of Electronic Commerce</i> , 2010, 15, 7-46.	3.0	40
20	A Thematic Analysis of Mothersâ€™ Motivations for Blogging. <i>Maternal and Child Health Journal</i> , 2016, 20, 1025-1031.	1.5	40
21	eCRM in SMEs: an exploratory study in Northern Ireland. <i>Marketing Intelligence and Planning</i> , 2008, 26, 385-404.	3.5	39
22	Do value cocreation and engagement drive brand evangelism?. <i>Marketing Intelligence and Planning</i> , 2021, 39, 345-360.	3.5	37
23	How trust leads to online purchase intention founded in perceived usefulness and peer communication. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1297-1312.	4.2	37
24	Show me the money: how bloggers as stakeholders are challenging theories of relationship building in public relations. <i>Media International Australia</i> , 2016, 160, 67-77.	2.4	34
25	#COVID-19: Forms and drivers of social media usersâ€™ engagement behavior toward a global crisis. <i>Journal of Business Research</i> , 2021, 135, 99-111.	10.2	34
26	NAVIGATING ONLINE BRAND ADVOCACY (OBA): AN EXPLORATORY ANALYSIS. <i>Journal of Marketing Theory and Practice</i> , 2018, 26, 99-116.	4.3	30
27	Entrepreneurial marketing in SMEs: the key capabilities of eCRM. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2012, 14, 40-64.	1.2	29
28	Social Media in Politics: The Ultimate Voter Engagement Tool or Simply an Echo Chamber?. <i>Journal of Political Marketing</i> , 2015, 14, 251-283.	2.0	28
29	Online brand advocacy and brand loyalty: a reciprocal relationship?. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 1977-1993.	3.2	27
30	Online relationship marketing through content creation and curation. <i>Marketing Intelligence and Planning</i> , 2020, 38, 699-712.	3.5	21
31	What makes people share political content on social media? The role of emotion, authority and ideology. <i>Computers in Human Behavior</i> , 2022, 129, 107150.	8.5	21
32	Improving direct mail targeting through customer response modeling. <i>Expert Systems With Applications</i> , 2015, 42, 8403-8412.	7.6	17
33	Customer engagement in online service brand communities. <i>Journal of Services Marketing</i> , 2022, 36, 201-216.	3.0	17
34	The strategic co-creation of content and student experiences in social media. <i>Qualitative Market Research</i> , 2019, 22, 50-69.	1.5	15
35	A netnography of a universityâ€™s social media brand community: Exploring collaborative co-creation tactics. <i>Journal of Global Scholars of Marketing Science</i> , 2017, 27, 148-164.	2.0	13
36	International studentsâ€™ engagement in their universityâ€™s social media. <i>International Journal of Educational Management</i> , 2017, 31, 1119-1134.	1.5	13

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37	Antecedents to Consumer Peer Communication through Social Advertising: A Self-Disclosure Theory Perspective. <i>Journal of Interactive Advertising</i> , 2018, 18, 55-71.	5.3	12
38	Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions. <i>Journal of Business Research</i> , 2020, 121, 642-654.	10.2	12
39	Consumer engagement behaviors in the online wildlife trade: Implications for conservationists. <i>Psychology and Marketing</i> , 2020, 37, 1755-1770.	8.2	11
40	An Exploration of Social Media-Enabled Voter Relationships through uses and Gratifications Theory, Psychological Contract and Service-Dominant Orientation. <i>Australasian Marketing Journal</i> , 2020, 28, 71-82.	5.4	11
41	Two-way acculturation in social media: The role of institutional efforts. <i>Technological Forecasting and Social Change</i> , 2019, 145, 532-542.	11.6	10
42	Impact of Broadband Internet Technologies on Business Performance of Irish SMEs. <i>Strategic Change</i> , 2016, 25, 693-716.	4.1	9
43	Marketing Education: Reflecting on Relevance. <i>Australasian Marketing Journal</i> , 2022, 30, 178-184.	5.4	9
44	Consumer socialization agency in tourism decisions. <i>Journal of Vacation Marketing</i> , 2018, 24, 234-246.	4.3	8
45	A relationship marketing orientation in politics: Young voters's™ perceptions of political brands's™ use of social media. <i>Journal of Strategic Marketing</i> , 2021, 29, 359-374.	5.5	8
46	Leveraging spectator emotion: A review and conceptual framework for marketing health behaviors in elite sports. <i>Sport Management Review</i> , 2020, 23, 183-199.	2.9	5
47	Re-evaluating the notion of value in wildlife trade research from a service marketing perspective. <i>Biological Conservation</i> , 2021, 256, 109060.	4.1	5
48	The future of technology in marketing; utopia or dystopia?. <i>Journal of Marketing Management</i> , 2020, 36, 211-215.	2.3	3
49	Domain Identification for Commercial Intention-holding Posts on Twitter. , 2019, , .		2
50	2012 Academy of Marketing conference special issue " Marketing: Catching the technology wave. <i>Journal of Marketing Management</i> , 2013, 29, 519-521.	2.3	1
51	Web Analytics Learning in Marketing Education: A Gap Analysis. <i>SSRN Electronic Journal</i> , 2013, , .	0.4	0