

# Paul Harrigan

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/8339202/paul-harrigan-publications-by-year.pdf>

**Version:** 2024-04-27

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

47  
papers

1,557  
citations

20  
h-index

39  
g-index

51  
ext. papers

2,014  
ext. citations

4.5  
avg, IF

5.52  
L-index

#	Paper	IF	Citations
47	What makes people share political content on social media? The role of emotion, authority and ideology. <i>Computers in Human Behavior</i> , <b>2022</b> , 129, 107150	7.7	1
46	Marketing research on Mobile apps: past, present and future. <i>Journal of the Academy of Marketing Science</i> , <b>2021</b> , 50, 1-31	12.4	7
45	How trust leads to online purchase intention founded in perceived usefulness and peer communication. <i>Journal of Consumer Behaviour</i> , <b>2021</b> , 20, 1297-1312	3	7
44	Re-evaluating the notion of value in wildlife trade research from a service marketing perspective. <i>Biological Conservation</i> , <b>2021</b> , 256, 109060	6.2	1
43	A relationship marketing orientation in politics: Young voters' perceptions of political brands' use of social media. <i>Journal of Strategic Marketing</i> , <b>2021</b> , 29, 359-374	2.7	4
42	Identifying influencers on social media. <i>International Journal of Information Management</i> , <b>2021</b> , 56, 102246	16.4	34
41	Do value cocreation and engagement drive brand evangelism?. <i>Marketing Intelligence and Planning</i> , <b>2021</b> , 39, 345-360	3.2	10
40	Online brand advocacy and brand loyalty: a reciprocal relationship?. <i>Asia Pacific Journal of Marketing and Logistics</i> , <b>2021</b> , ahead-of-print,	3.2	6
39	#COVID-19: Forms and drivers of social media users' engagement behavior toward a global crisis. <i>Journal of Business Research</i> , <b>2021</b> , 135, 99-111	8.7	7
38	The role of social media in the engagement and information processes of social CRM. <i>International Journal of Information Management</i> , <b>2020</b> , 54, 102151	16.4	19
37	Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. <i>Australasian Marketing Journal</i> , <b>2020</b> , 28, 160-170	5	53
36	An Exploration of Social Media-Enabled Voter Relationships through uses and Gratifications Theory, Psychological Contract and Service-Dominant Orientation. <i>Australasian Marketing Journal</i> , <b>2020</b> , 28, 71-82	5	5
35	Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions. <i>Journal of Business Research</i> , <b>2020</b> , 121, 642-654	8.7	8
34	Online relationship marketing through content creation and curation. <i>Marketing Intelligence and Planning</i> , <b>2020</b> , 38, 699-712	3.2	9
33	Consumer engagement behaviors in the online wildlife trade: Implications for conservationists. <i>Psychology and Marketing</i> , <b>2020</b> , 37, 1755-1770	3.9	4
32	Leveraging spectator emotion: A review and conceptual framework for marketing health behaviors in elite sports. <i>Sport Management Review</i> , <b>2020</b> , 23, 183-199	3.6	2
31	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. <i>Journal of Marketing Management</i> , <b>2019</b> , 35, 1480-1513	3.2	37

30	Online brand advocacy (OBA): the development of a multiple item scale. <i>Journal of Product and Brand Management</i> , <b>2019</b> , 29, 415-429	4.3	17
29	Domain Identification for Commercial Intention-holding Posts on Twitter <b>2019</b> ,		1
28	The strategic co-creation of content and student experiences in social media. <i>Qualitative Market Research</i> , <b>2019</b> , 22, 50-69	1.6	8
27	Two-way acculturation in social media: The role of institutional efforts. <i>Technological Forecasting and Social Change</i> , <b>2019</b> , 145, 532-542	9.5	7
26	CAPTURING AND CO-CREATING STUDENT EXPERIENCES IN SOCIAL MEDIA: A SOCIAL IDENTITY THEORY PERSPECTIVE. <i>Journal of Marketing Theory and Practice</i> , <b>2018</b> , 26, 55-71	2.2	35
25	NAVIGATING ONLINE BRAND ADVOCACY (OBA): AN EXPLORATORY ANALYSIS. <i>Journal of Marketing Theory and Practice</i> , <b>2018</b> , 26, 99-116	2.2	15
24	Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. <i>Journal of Business Research</i> , <b>2018</b> , 88, 388-396	8.7	174
23	Antecedents to Consumer Peer Communication through Social Advertising: A Self-Disclosure Theory Perspective. <i>Journal of Interactive Advertising</i> , <b>2018</b> , 18, 55-71	6.2	8
22	Consumer socialization agency in tourism decisions. <i>Journal of Vacation Marketing</i> , <b>2018</b> , 24, 234-246	3.4	4
21	Linking social media to customer relationship management (CRM): a qualitative study on SMEs. <i>Journal of Small Business and Entrepreneurship</i> , <b>2018</b> , 30, 193-214	2.3	54
20	A netnography of a university's social media brand community: Exploring collaborative co-creation tactics. <i>Journal of Global Scholars of Marketing Science</i> , <b>2017</b> , 27, 148-164	2.3	7
19	International students' engagement in their university's social media. <i>International Journal of Educational Management</i> , <b>2017</b> , 31, 1119-1134	0.9	6
18	Customer engagement with tourism social media brands. <i>Tourism Management</i> , <b>2017</b> , 59, 597-609	10.8	322
17	Impact of Broadband Internet Technologies on Business Performance of Irish SMEs. <i>Strategic Change</i> , <b>2016</b> , 25, 693-716	1.4	6
16	A Thematic Analysis of Mothers' Motivations for Blogging. <i>Maternal and Child Health Journal</i> , <b>2016</b> , 20, 1025-31	2.4	31
15	Show me the money: how bloggers as stakeholders are challenging theories of relationship building in public relations. <i>Media International Australia</i> , <b>2016</b> , 160, 67-77	2	21
14	Improving direct mail targeting through customer response modeling. <i>Expert Systems With Applications</i> , <b>2015</b> , 42, 8403-8412	7.8	10
13	Social Media in Politics: The Ultimate Voter Engagement Tool or Simply an Echo Chamber?. <i>Journal of Political Marketing</i> , <b>2015</b> , 14, 251-283	0.5	23

12	Modelling CRM in a Social Media Age. <i>Australasian Marketing Journal</i> , <b>2015</b> , 23, 27-37	5	64
11	Exploring entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , <b>2015</b> , 23, 94-111	2.7	62
10	CRM to social CRM: the integration of new technologies into customer relationship management. <i>Journal of Strategic Marketing</i> , <b>2014</b> , 22, 149-176	2.7	116
9	From e-CRM to s-CRM. Critical factors underpinning the social CRM activities of SMEs. <i>Small Enterprise Research: the Journal of SEAANZ</i> , <b>2014</b> , 21, 99-116	1.3	39
8	Exploring and explaining SME marketing: investigating e-CRM using a mixed methods approach. <i>Journal of Strategic Marketing</i> , <b>2012</b> , 20, 127-163	2.7	30
7	Entrepreneurial marketing in SMEs: the key capabilities of e-CRM. <i>Journal of Research in Marketing and Entrepreneurship</i> , <b>2012</b> , 14, 40-64	1	17
6	Critical factors underpinning the e-CRM activities of SMEs. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 503-529	3.2	73
5	How Can Marketing Academics Serve Marketing Practice? The New Marketing DNA as a Model for Marketing Education. <i>Journal of Marketing Education</i> , <b>2011</b> , 33, 253-272	2.1	79
4	Internet Technologies, ECRM Capabilities, and Performance Benefits for SMEs: An Exploratory Study. <i>International Journal of Electronic Commerce</i> , <b>2010</b> , 15, 7-46	5.4	30
3	Investigating the e-CRM activities of Irish SMEs. <i>Journal of Small Business and Enterprise Development</i> , <b>2009</b> , 16, 443-465	2.5	44
2	e-CRM in SMEs: an exploratory study in Northern Ireland. <i>Marketing Intelligence and Planning</i> , <b>2008</b> , 26, 385-404	3.2	33
1	Marketing Education: Reflecting on Relevance. <i>Australasian Marketing Journal</i> , 183933492110617	5	2