

Salim Moussa

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8420780/publications.pdf>

Version: 2024-02-01

21
papers

352
citations

1039406

9
h-index

887659

17
g-index

22
all docs

22
docs citations

22
times ranked

290
citing authors

#	ARTICLE	IF	CITATIONS
1	Ranking marketing journals using the Google Scholar-based hg-index. <i>Journal of Informetrics</i> , 2010, 4, 107-117.	1.4	86
2	The perceived credibility of quality labels: a scale validation with refinement. <i>International Journal of Consumer Studies</i> , 2008, 32, 526-533.	7.2	75
3	A literature review of service research since 1993. <i>Journal of Service Science</i> , 2010, 2, 173-212.	0.4	40
4	Ranking Marketing Journals Using the Search Engine Google Scholar. <i>Marketing Education Review</i> , 2010, 20, 229-247.	0.8	28
5	The moderating role of attachment styles in emotional bonding with service providers. <i>Journal of Consumer Behaviour</i> , 2017, 16, 145-160.	2.6	28
6	An emoji-based metric for monitoring consumers'™ emotions toward brands on social media. <i>Marketing Intelligence and Planning</i> , 2019, 37, 211-225.	2.1	26
7	Citation contagion: a citation analysis of selected predatory marketing journals. <i>Scientometrics</i> , 2021, 126, 485-506.	1.6	18
8	Journal hijacking: Challenges and potential solutions. <i>Learned Publishing</i> , 2021, 34, 688-695.	0.8	11
9	A "Trojan horse" in the reference lists: Citations to a hijacked journal in SSCI-indexed marketing journals. <i>Journal of Academic Librarianship</i> , 2021, 47, 102388.	1.3	10
10	Is Microsoft Academic a viable citation source for ranking marketing journals?. <i>Aslib Journal of Information Management</i> , 2019, 71, 569-582.	1.3	5
11	Contamination by citations: references to predatory journals in the peer-reviewed marketing literature. <i>South Asian Journal of Marketing</i> , 2021, 2, 5-27.	1.2	5
12	Is this love that I™m feelin™?. <i>International Journal of Market Research</i> , 2019, 61, 574-576.	2.8	4
13	Measuring brand personality using emoji: findings from Mokken scaling. <i>Journal of Brand Management</i> , 2021, 28, 116-132.	2.0	3
14	Is one good enough? Gauging brand love using a visual single-item measure. <i>Journal of Contemporary Marketing Science</i> , 2021, 4, 112-131.	0.6	3
15	Are FT50 journals really leading? A comment on Fassin. <i>Scientometrics</i> , 2021, 126, 9613.	1.6	3
16	A two-step item response theory procedure for a better measurement of marketing constructs. <i>Journal of Marketing Analytics</i> , 2016, 4, 28-50.	2.2	2
17	The propagation of error: retracted articles in marketing and their citations. <i>Italian Journal of Marketing</i> , 2022, 2022, 11-36.	1.5	2
18	Ranking service science journals using the Google Scholar-based hg-index. <i>Journal of Service Science Research</i> , 2015, 7, 1-20.	0.8	1

#	ARTICLE	IF	CITATIONS
19	Quality Lists of Marketing Journals: A Critical Appraisal. <i>Transnational Marketing Journal</i> , 2021, 9, 467-479.	0.3	1
20	A bibliometric investigation of the journals that were repeatedly suppressed from Clarivate's Journal Citation Reports. <i>Accountability in Research</i> , 2022, , 1-21.	1.6	1
21	lâ€™m in love with the bobo. <i>International Journal of Market Research</i> , 2019, 61, 581-584.	2.8	0