

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

1040056
9
h-index

888059
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. Journal of Informetrics, 2010, 4, 107-117.	2.9	86
2	The perceived credibility of quality labels: a scale validation with refinement. International Journal of Consumer Studies, 2008, 32, 526-533.	11.6	75
3	A literature review of service research since 1993. Journal of Service Science, 2010, 2, 173-212.	0.4	40
4	Ranking Marketing Journals Using the Search Engine Google Scholar. Marketing Education Review, 2010, 20, 229-247.	1.3	28
5	The moderating role of attachment styles in emotional bonding with service providers. Journal of Consumer Behaviour, 2017, 16, 145-160.	4.2	28
6	An emoji-based metric for monitoring consumers'™ emotions toward brands on social media. Marketing Intelligence and Planning, 2019, 37, 211-225.	3.5	26
7	Citation contagion: a citation analysis of selected predatory marketing journals. Scientometrics, 2021, 126, 485-506.	3.0	18
8	Journal hijacking: Challenges and potential solutions. Learned Publishing, 2021, 34, 688-695.	1.7	11
9	A "Trojan horse" in the reference lists: Citations to a hijacked journal in SSCI-indexed marketing journals. Journal of Academic Librarianship, 2021, 47, 102388.	2.3	10
10	Is Microsoft Academic a viable citation source for ranking marketing journals?. Aslib Journal of Information Management, 2019, 71, 569-582.	2.1	5
11	Contamination by citations: references to predatory journals in the peer-reviewed marketing literature. South Asian Journal of Marketing, 2021, 2, 5-27.	2.4	5
12	Is this love that I'm feelin'™?. International Journal of Market Research, 2019, 61, 574-576.	3.8	4
13	Measuring brand personality using emoji: findings from Mokken scaling. Journal of Brand Management, 2021, 28, 116-132.	3.5	3
14	Is one good enough? Gauging brand love using a visual single-item measure. Journal of Contemporary Marketing Science, 2021, 4, 112-131.	1.1	3
15	Are FT50 journals really leading? A comment on Fassin. Scientometrics, 2021, 126, 9613.	3.0	3
16	A two-step item response theory procedure for a better measurement of marketing constructs. Journal of Marketing Analytics, 2016, 4, 28-50.	3.7	2
17	The propagation of error: retracted articles in marketing and their citations. Italian Journal of Marketing, 2022, 2022, 11-36.	2.8	2
18	Ranking service science journals using the Google Scholar-based hg-index. Journal of Service Science Research, 2015, 7, 1-20.	0.8	1

#	ARTICLE	IF	CITATIONS
19	Quality Lists of Marketing Journals: A Critical Appraisal. Transnational Marketing Journal, 2021, 9, 467-479.	0.5	1
20	A bibliometric investigation of the journals that were repeatedly suppressed from Clarivate's Journal Citation Reports. Accountability in Research, 2022, , 1-21.	2.4	1
21	lâ€™m in love with the bobo. International Journal of Market Research, 2019, 61, 581-584.	3.8	0