

# 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	The propagation of error: retracted articles in marketing and their citations. Italian Journal of Marketing, 2022, 2022, 11-36.	1.5	2
2	A bibliometric investigation of the journals that were repeatedly suppressed from Clarivate's Journal Citation Reports. Accountability in Research, 2022, , 1-21.	1.6	1
3	Measuring brand personality using emoji: findings from Mokken scaling. Journal of Brand Management, 2021, 28, 116-132.	2.0	3
4	Citation contagion: a citation analysis of selected predatory marketing journals. Scientometrics, 2021, 126, 485-506.	1.6	18
5	Is one good enough? Gauging brand love using a visual single-item measure. Journal of Contemporary Marketing Science, 2021, 4, 112-131.	0.6	3
6	Journal hijacking: Challenges and potential solutions. Learned Publishing, 2021, 34, 688-695.	0.8	11
7	Contamination by citations: references to predatory journals in the peer-reviewed marketing literature. South Asian Journal of Marketing, 2021, 2, 5-27.	1.2	5
8	A "Trojan horse" in the reference lists: Citations to a hijacked journal in SSCI-indexed marketing journals. Journal of Academic Librarianship, 2021, 47, 102388.	1.3	10
9	Are FT50 journals really leading? A comment on Fassin. Scientometrics, 2021, 126, 9613.	1.6	3
10	Quality Lists of Marketing Journals: A Critical Appraisal. Transnational Marketing Journal, 2021, 9, 467-479.	0.3	1
11	lâ€™m in love with the bobo. International Journal of Market Research, 2019, 61, 581-584.	2.8	0
12	Is this love that lâ€™m feelinâ€™?. International Journal of Market Research, 2019, 61, 574-576.	2.8	4
13	An emoji-based metric for monitoring consumers's emotions toward brands on social media. Marketing Intelligence and Planning, 2019, 37, 211-225.	2.1	26
14	Is Microsoft Academic a viable citation source for ranking marketing journals?. Aslib Journal of Information Management, 2019, 71, 569-582.	1.3	5
15	The moderating role of attachment styles in emotional bonding with service providers. Journal of Consumer Behaviour, 2017, 16, 145-160.	2.6	28
16	A two-step item response theory procedure for a better measurement of marketing constructs. Journal of Marketing Analytics, 2016, 4, 28-50.	2.2	2
17	Ranking service science journals using the Google Scholar-based hg-index. Journal of Service Science Research, 2015, 7, 1-20.	0.8	1
18	A literature review of service research since 1993. Journal of Service Science, 2010, 2, 173-212.	0.4	40

#	ARTICLE	IF	CITATIONS
19	Ranking marketing journals using the Google Scholar-based hg-index. Journal of Informetrics, 2010, 4, 107-117.	1.4	86
20	Ranking Marketing Journals Using the Search Engine Google Scholar. Marketing Education Review, 2010, 20, 229-247.	0.8	28
21	The perceived credibility of quality labels: a scale validation with refinement. International Journal of Consumer Studies, 2008, 32, 526-533.	7.2	75