

Josep Lluà-s del Olmo-Arriaga

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8905779/publications.pdf>

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6
papers

86
citations

1684188

5
h-index

2053705

5
g-index

6
all docs

6
docs citations

6
times ranked

54
citing authors

#	ARTICLE	IF	CITATIONS
1	Engaging students through social media. Findings for the top five universities in the world. Journal of Marketing for Higher Education, 2022, 32, 197-214.	3.2	14
2	Credit Card Use, Hedonic Motivations, and Impulse Buying Behavior in Fast Fashion Physical Stores during COVID-19: The Sustainability Paradox. Sustainability, 2022, 14, 4133.	3.2	9
3	Insights into user engagement on social media. Findings from two fashion retailers. Electronic Markets, 2021, 31, 125-137.	8.1	13
4	How digital strategy increases overtourism the case of Barcelona. , 2021, , .		0
5	Insights into user engagement on social media. Case study of a higher education institution. Journal of Marketing for Higher Education, 2020, 30, 145-160.	3.2	27
6	The interaction of Instagram followers in the fast fashion sector: The case of Hennes and Mauritz (H&M). Journal of Global Fashion Marketing, 2019, 10, 342-357.	3.7	23