Graeme McLean

List of Publications by Year
in descending order

21 papers	1,920 citations	516681 16 h-index	794568 19 g-index
21 all docs	21 docs citations	21 times ranked	1026 citing authors

#	ARTICLE	IF	CITATIONS
1	Hey Alexa â€¦ examine the variables influencing the use of artificial intelligent in-home voice assistants. Computers in Human Behavior, 2019, 99, 28-37.	8.5	352
2	Shopping in the digital world: Examining customer engagement through augmented reality mobile applications. Computers in Human Behavior, 2019, 101, 210-224.	8.5	275
3	Developing a Mobile Applications Customer Experience Model (MACE)- Implications for Retailers. Journal of Business Research, 2018, 85, 325-336.	10.2	186
4	Alexa, do voice assistants influence consumer brand engagement? â€" Examining the role of AI powered voice assistants in influencing consumer brand engagement. Journal of Business Research, 2021, 124, 312-328.	10.2	134
5	Examining consumer attitudes towards retailers' m-commerce mobile applications â€" An initial adoption vs. continuous use perspective. Journal of Business Research, 2020, 106, 139-157.	10.2	127
6	Examining online social brand engagement: A social presence theory perspective. Technological Forecasting and Social Change, 2018, 128, 10-21.	11.6	116
7	Blending the real world and the virtual world: Exploring the role of flow in augmented reality experiences. Journal of Business Research, 2021, 122, 423-436.	10.2	107
8	Evolving the online customer experience â€¦ is there a role for online customer support?. Computers in Human Behavior, 2016, 60, 602-610.	8.5	100
9	Examining the determinants and outcomes of mobile app engagement - A longitudinal perspective. Computers in Human Behavior, 2018, 84, 392-403.	8.5	98
10	Examining satisfaction with the experience during a live chat service encounter-implications for website providers. Computers in Human Behavior, 2017, 76, 494-508.	8.5	81
11	â€˜What lies behind the filter?â€™ Uncovering the motivations for using augmented reality (AR) face filters on social media and their effect on well-being. Computers in Human Behavior, 2022, 128, 107126.	8.5	60
12	How live chat assistants drive travel consumersâ€™ attitudes, trust and purchase intentions. International Journal of Contemporary Hospitality Management, 2020, 32, 1795-1812.	8.0	56
13	Examining Tourism Consumersâ€™ Attitudes and the Role of Sensory Information in Virtual Reality Experiences of a Tourist Destination. Journal of Travel Research, 2022, 61, 1666-1681.	9.0	50
14	Chat nowâ€¦ Examining the variables influencing the use of online live chat. Technological Forecasting and Social Change, 2019, 146, 55-67.	11.6	46
15	â€œJust be thereâ€• European Journal of Marketing, 2020, 54, 1281-1303.	2.9	36
16	Living the Experience Before You Go . . . but Did It Meet Expectations? The Role of Virtual Reality during Hotel Bookings. Journal of Travel Research, 2022, 61, 1233-1251.	9.0	31
17	What drives me there? The interplay of socio-psychological gratification and consumer values in social media brand engagement. Journal of Business Research, 2022, 146, 288-307.	10.2	22
18	Social media brand engagement practices. Information Technology and People, 2019, 33, 1235-1254.	3.2	17

#	Article	IF	Citations
19	Customer coproduction in healthcare service delivery: Examining the influencing effects of the social context. Journal of Business Research, 2020, 120, 82-93.	10.2	9
20	'Regrettable' escapism' the negative effects of mobile app use: A retail perspective. Psychology and Marketing, 0, , .	8.2	9
21	Examining consumers' continuous usage of multichannel retailers' mobile applications. Psychology and Marketing, 0, , .	8.2	8