

Muhammad Waqas

List of Publications by Year in descending order

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Version: 2024-02-01

10
papers

147
citations

1478505

6
h-index

1474206

9
g-index

10
all docs

10
docs citations

10
times ranked

61
citing authors

#	ARTICLE	IF	CITATIONS
1	The Role of Brand Experience and Student Engagement in the Creation of Brand Equity in a Higher Education Context. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2022, 34, 451-474.	1.6	2
2	Branded content experience in social media settings: a consumer culture theory perspective. <i>Journal of Brand Management</i> , 2022, 29, 225-240.	3.5	9
3	Customer experience: a systematic literature review and a consumer culture theory-based conceptualisation. <i>Management Review Quarterly</i> , 2021, 71, 135-176.	9.2	45
4	Customer experience with the branded content: a social media perspective. <i>Online Information Review</i> , 2021, 45, 964-982.	3.2	17
5	Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. <i>Journal of Research in Interactive Marketing</i> , 2021, 15, 336-358.	8.9	37
6	Branded Content Experience in Social Media: Conceptualization, Scale Development, and Validation. <i>Journal of Interactive Marketing</i> , 2021, 56, 106-120.	6.2	13
7	What drives Muslim Malaysian consumers' general attitude towards religious advertising?. <i>Journal of Islamic Accounting and Business Research</i> , 2021, 12, 97-111.	1.9	3
8	A typology of customer experience with social media branded content: a netnographic study. <i>International Journal of Internet Marketing and Advertising</i> , 2020, 14, 184.	0.2	7
9	A typology of customer experience with social media branded content: a netnographic study. <i>International Journal of Internet Marketing and Advertising</i> , 2020, 14, 184.	0.2	1
10	An investigation of effects of justice recovery dimensions on students' satisfaction with service recovery in higher education environment. <i>International Review on Public and Nonprofit Marketing</i> , 2014, 11, 263-284.	2.0	13