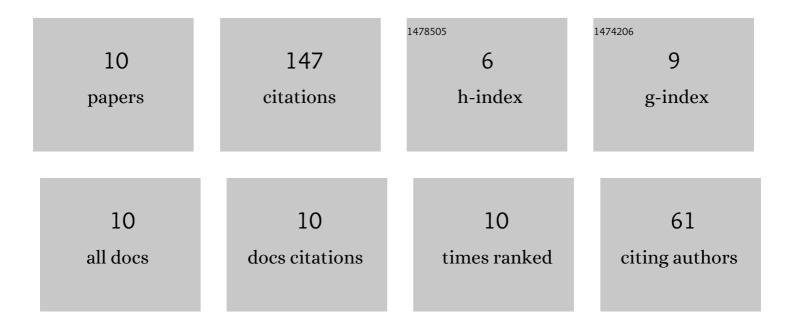
## Muhammad Waqas

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9271747/publications.pdf Version: 2024-02-01



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