

Joe Hazzam

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9398831/publications.pdf>

Version: 2024-02-01

6
papers

109
citations

1937685

4
h-index

2053705

5
g-index

7
all docs

7
docs citations

7
times ranked

116
citing authors

#	ARTICLE	IF	CITATIONS
1	Health Care Professionals' Social Media Behavior and the Underlying Factors of Social Media Adoption and Use: Quantitative Study. <i>Journal of Medical Internet Research</i> , 2018, 20, e12035.	4.3	74
2	Doctoral publishing as professional development for an academic career in higher education. <i>International Journal of Management Education</i> , 2021, 19, 100459.	3.9	12
3	The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network. <i>Young Consumers</i> , 2022, 23, 197-212.	3.5	10
4	Consumers' propensity for rollover service contracts: the influences of perceived value, convenience and trust on service loyalty. <i>Journal of Strategic Marketing</i> , 2023, 31, 516-531.	5.5	6
5	International marketing capabilities development: The role of firm cultural intelligence and social media technologies. <i>Journal of Marketing Theory and Practice</i> , 2022, 30, 325-341.	4.3	3
6	A strategy tripod perspective on merger effectiveness in the higher education industry: the mediating role of future foresight. <i>International Journal of Educational Management</i> , 2021, 35, 925-942.	1.5	2