

Reham Shawky Ebrahim

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9402885/publications.pdf>

Version: 2024-02-01

3
papers

257
citations

2682572

2
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

131
citing authors

#	ARTICLE	IF	CITATIONS
1	The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. Journal of Relationship Marketing, 2020, 19, 287-308.	4.4	139
2	A brand preference and repurchase intention model: the role of consumer experience. Journal of Marketing Management, 2016, 32, 1230-1259.	2.3	117
3	Studying the Drivers of Consumer Behavioural Engagement With Social Media Brand-Related Content. International Journal of Customer Relationship Marketing and Management, 2021, 13, 1-24.	0.4	1