

Capturing behavioural outcomes through branded application investment model

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Effects of Background Fitting of e-Commerce Live Streaming on Consumersâ€™ Purchase Intentions: A Cognitive-Affective Perspective. <i>Psychology Research and Behavior Management</i> , 0, Volume 16, 149-168.	2.8	12
2	Building brand engagement in metaverse commerce: The role of branded non-fungible tokens (BNFTs). <i>Electronic Commerce Research and Applications</i> , 2023, 58, 101248.	5.0	18
3	Personalization, value co-creation, and brand loyalty in branded apps: an application of TAM theory. <i>Journal of Strategic Marketing</i> , 0, , 1-20.	5.5	0
4	Hey boomer, â€œyour ride has arrivedâ€: Are you willing to continue using the ride-hailing app?. <i>Journal of Retailing and Consumer Services</i> , 2024, 77, 103678.	9.4	1
5	Digital transformation: A multidisciplinary perspective and future research agenda. <i>International Journal of Consumer Studies</i> , 2024, 48, .	11.6	0
6	Building bonds: an examination of relational bonding in continuous content contribution behaviors on metaverse-based non-fungible token platforms. <i>Internet Research</i> , 0, , .	4.9	0