CITATION REPORT List of articles citing

Evaluation of Internet Advertising Research: A Bibliometric Analysis of Citations from Key Sources

DOI: 10.2753/joa0091-3367370108 Journal of Advertising, 2008, 37, 99-112.

Source: https://exaly.com/paper-pdf/44115468/citation-report.pdf

Version: 2024-04-10

This report has been generated based on the citations recorded by exaly.com for the above article. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

#	Paper	IF	Citations
245	Consumer attitudes and interactive digital advertising. 2009 , 28, 501-525		84
244	Consumers' responses to brand websites: an interdisciplinary review. 2009 , 19, 535-565		41
243	The State of Research on Multinationals and Emerging Markets. 2009 , 17, 1-12		13
242	The impact of intangible value on the design and marketing of new products and services: An exploratory approach. 2009 ,		15
241	The Predictive Roles of Brand Personality on Brand Trust and Brand Affect: A Study of Korean Consumers. 2009 , 22, 5-17		16
240	Themes and Trends in Australian and New Zealand Tourism Research: A Social Network Analysis of Citations in Two Leading Journals (1994\(\bar{L}\)007). 2009 , 16, 1-15		67
239	The differential roles of brand credibility and brand prestige in consumer brand choice. 2010 , 27, 662-6	78	206
238	30 Years of foreign direct investment to China: An interdisciplinary literature review. 2010 , 19, 235-246	;	75
237	Advances in Advertising Research (Vol. 1). 2010 ,		
236	Online advertising effectiveness: a cross-cultural comparison. 2010 , 4, 176-196		27
235	Walking in Memphis: Testing One DMO⊞ Marketing Strategy to Millennials. 2010 , 49, 46-55		13
234	Handbuch Online-Kommunikation. 2010,		16
233	Effectiveness of online advertising channels: a price-level-dependent analysis. 2010 , 26, 343-360		12
232	Customers on the web are not all created equal: the moderating role of internet shopping experience. 2010 , 20, 251-271		14
231	Notice of Retraction: Research on Evaluation Index and Method of Internet Advertising Effect. 2010 ,		
230	Exploring the consequences of brand credibility in services. 2011 , 25, 260-272		78
229	Corporate blogs and internet marketing (Using consumer knowledge and emotion as strategic variables to develop consumer engagement. 2011 , 18, 185-199		10

228	Relationship between country of origin, brand experience and brand equity: The moderating effect of automobile country. 2011 ,	3
227	The Effect of Indian ConsumersLife Satisfaction on Brand Behavior toward a U.S. Global Brand. 2011 , 23, 105-116	18
226	The state of research on technological uncertainties, social uncertainties and emerging markets: A multidisciplinary literature review. 2011 , 78, 1158-1163	13
225	How climate change organizations utilize websites for public relations. 2011 , 37, 245-249	30
224	Incorporating long-term effects in determining the effectiveness of different types of online advertising. 2011 , 22, 327-340	45
223	The influence of corporate social responsibility and price fairness on customer behaviour: evidence from the financial sector. 2011 , 18, 317-331	102
222	The Relat ion Between Actual and Perceived Interactivity. <i>Journal of Advertising</i> , 2011 , 40, 77-92 4.4	78
221	Brand romance: a complementary approach to explain emotional attachment toward brands. 2011 , 20, 297-308	92
220	Consumer Involvement With the Product and the Nature of Brand Loyalty. 2011 , 18, 327-352	18
219	Internet marketing strategy for Malaysia medical practitioners. 2012 , 12, 13-21	1
218	The State of Media Planning Research: A 16-Year Assessment, 1992\(\textbf{0}007. \) 2012, 33, 227-247	4
217	An Examination of the Relationships Between Materialism, Conspicuous Consumption, Impulse Buying, and Brand Loyalty. 2012 , 20, 319-334	125
216	The customer satisfaction-customer loyalty relationship. 2012 , 50, 1509-1526	39
215	Brand extension: using parent brand personality as leverage. 2012 , 24, 599-618	2
214	Brands You Can Rely on! An Empirical Investigation of Brand Credibility in Services. 2012, 64, 44-58	10
213	A Model to Measure the Brand Loyalty for Fast Moving Consumer Goods. 2012 , 31, 71-85	2
212	Corporate branding: an interdisciplinary literature review. 2012 , 46, 733-753	99
211	A bibliometric account of Chinese economics research through the lens of the China Economic Review. 2012 , 23, 743-762	30

2 10	Experience effects on interactivity: Functions, processes, and perceptions. <i>Journal of Business Research</i> , 2012 , 65, 1543-1550	44
209	Assessing the Validity of Brand Equity Constructs. 2012 , 20, 3-8	8
208	Web advertising: The role of e-mail marketing. <i>Journal of Business Research</i> , 2012 , 65, 843-848	45
207	Interactivity in Brand Web Sites: Cognitive, Affective, and Behavioral Responses Explained by Consumers' Online Flow Experience. 2012 , 26, 223-234	230
206	Achieving brand loyalty through sponsorship: the role of fit and self-congruity. 2012 , 40, 807-820	168
205	Gender differences in brand commitment, impulse buying, and hedonic consumption. 2012 , 21, 176-182	88
204	Empirical Evaluation of a Model That Measures the Brand Loyalty for Fast Moving Consumer Goods. 2012 , 32, 341-355	7
203	Short- and Long-term Effects of Online Advertising: Differences between New and Existing Customers. 2012 , 26, 155-166	26
202	RETRACTED: Innovation research in India: A multidisciplinary literature review. 2012 , 79, 716-720	6
201	A critical model of brand experience consequences. 2013 , 25, 102-117	52
200	A NETWORK ANALYSIS OF TOURISM RESEARCH. 2013 , 43, 121-149	265
199	Detecting salient themes in financial marketing research from 1961 to 2010. 2013 , 33, 925-940	21
198	Towards a theoretical framework of motivations and interactivity for using IPTV. <i>Journal of Business Research</i> , 2013 , 66, 260-264	15
197	Have Millennials Embraced Digital Advertising as They Have Embraced Digital Media?. 2013 , 19, 652-673	15
196	How banner ads can be effective. 2013 , 32, 121-141	28
195	Service Quality, Customer Satisfaction, Perceived Value and Brand Loyalty: A Critical Review of the Literature. 2013 ,	O
194	Customer Responses to Channel Migration Strategies Toward the E-Channel. 2013,	
193	Bibliometric Methods in Management and Organization: A Review. 2013,	4

192 The State Of Internet Marketing Research (2005-2012). **2013**, 3, 43-67

191	China Inward FDI and Chinese Exports to High-Income Countries (HICs): A Historical Perspective Based on Bibliometric Method. 2013 , 6,		
190	The relationship of Brand Commitment, Brand Credibility, Perceived Quality, Customer Satisfaction and brand loyalty: an empirical study on Stylo shoes. 2014 , 5,		2
189	Audience-Based Brand Equity: A Research on Women's Tennis Association Championships Istanbul 2013[2014 , 7,		
188	Loyalty: its many sources and variations. 37-51		2
187	Attitudinal and Behavioral Aspects of Loyalty in the Screen-Golf Industry. 2014 , 15, 175-189		3
186	If You Blog, Will They Follow? Using Online Media to Set the Agenda for Consumer Concerns on Greenwashed Environmental Claims. <i>Journal of Advertising</i> , 2014 , 43, 167-180	4.4	35
185	Loyalty intentions. 2014 , 6, 213-230		15
184	The impact of social cues and effectiveness in check-in advertising. 2014 , 43, 984-1002		10
183	Technological uncertainty: Exploring factors in indian start-ups. 2014,		1
182	Mixed Method Research Design. 2014 ,		6
181	Branding athletes: Exploration and conceptualization of athlete brand image. 2014 , 17, 97-106		111
180	. 2014 , 57, 2-16		7
179	Customer Responses to Channel Migration Strategies Toward the E-channel. 2014 , 28, 257-270		22
178	TQM and brand-building by Chinese original brand manufacturers: impact on business performance. 2014 , 52, 825-846		21
177	The moderating effect of individual level collectivist values on brand loyalty. <i>Journal of Business Research</i> , 2014 , 67, 2437-2446	8.7	21
176	Relationship marketing and its impact on customer loyalty in service industry. 2014 , 3, 71		
175	Branding and Brand Equity Models. 2014 , 237-260		

174	Business research in India. 2014 , 33, 68-74	2
173	Persistent Preferences in Market Place Choices: Brand Loyalty, Choice Inertia, and Something in Between. 2015 , 9, 1-82	1
172	A Contribuiß da Produß Cientfica em Marketing para as Ciñcias Sociais. 2015 , 19, 197-220	1
171	Study of Relationship between Personality Congruence, Brand Prestige, Perceives Quality and Brand Tribalism Towards Consumerrs Brand Loyalty on Luxury Goods in Malaysia. 2015 ,	
170	Audit research: A systematic literature review of published research on ISI Web of Science between 2002 and 2013. 2015 , 9, 116-126	2
169	Consumer Brand Relationships. 2015 ,	6
168	A New Consumer Brand Relationships Framework.	
167	A New Consumer Brand Relationships Framework. 2015 , 165-197	8
166	Quality of physical surroundings and service encounters, airfare, trust and intention during the flight. 2015 , 27, 585-607	22
165	Online behaviour of luxury fashion brand advocates. 2015 , 19, 360-383	41
164	The role of brands in the behavior and purchase decisions of compulsive versus noncompulsive buyers. 2015 , 49, 2-21	37
163	I love to hate you: Loyalty for disliked brands and the role of nostalgia. 2015 , 22, 136-153	20
162	The relationship between service quality, satisfaction, trust, value, commitment and loyalty of Internet service providers' customers. <i>Journal of Global Scholars of Marketing Science</i> , 2015 , 25, 295-313 ^{2.3}	39
161	Advertising in social network sites Investigating the social influence of user-generated content on online advertising effects. 2015 , 40,	8
160	Bibliometric Methods in Management and Organization. 2015 , 18, 429-472	1156
159	Consumer brand relationships research: A bibliometric citation meta-analysis. <i>Journal of Business Research</i> , 2015 , 68, 380-390	201
158	Customer loyalty in entertainment venues: The reality TV genre. <i>Journal of Business Research</i> , 2015 , 68, 616-622	15
157	Categorizing consumer behavioral responses and artifact design features: The case of online advertising. 2015 , 17, 513-532	28

156	Antecedents and measurement of brand commitment and behavioural loyalty. 2016 , 15, 321-336	8
155	Consumerss Purchase Intentions Towards Global Brands: Psychological Underpinnings. 2016,	1
154	The relationship between risk aversion, brand trust, brand affect and loyalty. 2016 , 8, 78-97	15
153	The influences of airline brand credibility on consumer purchase intentions. 2016 , 55, 1-8	44
152	The Information-Economics Perspective on Brand Equity. 2016 , 10, 1-59	4
151	The Value of Interactive Assignments in the Online Learning Environment. 2016 , 26, 154-170	7
150	The impact of brand evangelism on oppositional referrals towards a rival brand. 2016, 25, 538-549	46
149	Return on interactivity? The characteristics and effectiveness of Web sites during the 2010 Dutch local elections. 2016 , 13, 352-364	8
148	Time will tell: managing post-purchase changes in brand attitude. 2016 , 44, 791-805	20
147	Positive affectivity as a predictor of consumers propensity to be brand loyal. 2016 , 23, 216-228	7
146	Trends in International Strategic Management Research From 2000 to 2013: Text Mining and Bibliometric Analyses. 2016 , 56, 35-65	34
145	A retrospective on the state of international advertising research in advertising, communication, and marketing journals: 1963\(\textbf{Q} 014. \) 2016, 35, 540-568	15
144	Advertising in social media: a review of empirical evidence. 2016 , 35, 266-300	144
143	The influence of life satisfaction on nostalgic advertising and attitude toward a brand. 2017 , 23, 413-427	14
142	Searching most influential variables to brand loyalty measurements: An exploratory study. 2017 , 62, 600-624	7
141	Bibliometric analysis of absorptive capacity. 2017 , 26, 896-907	118
140	Knowledge Flows Between Advertising and Other Disciplines: A Social Exchange Perspective. <i>Journal of Advertising</i> , 2017 , 46, 309-332 4.4	8
139	Integrating identity, strategy and communications for trust, loyalty and commitment. 2017 , 51, 572-604	79

138	Investigating the different congruence effects on sports sponsor brand equity. 2017 , 18, 196-211	8
137	Analysis of the Service Dominant Logic network, authors, and articles. 2017 , 37, 125-152	8
136	Accounting Research: A Bibliometric Analysis. 2017 , 27, 71-100	83
135	The Circular Economy 🖪 new sustainability paradigm?. 2017 , 143, 757-768	2263
134	Trends and Future Directions in Online Marketing Research. 2017, 16, 1-31	15
133	RETRACTED: The Role of Gamification in Enhancing Intrinsic Motivation to Use a Loyalty Program. 2017 , 40, 41-51	24
132	Bibliometrics of social media research: A co-citation and co-word analysis. 2017, 66, 35-45	178
131	Rewards that undermine customer loyalty? A motivational approach to loyalty programs. 2017 , 34, 842-852	22
130	Management system certification benefits: where do we stand?. 2017 , 10, 476	32
129	Processing contradictory brand information from advertising and social media: an application of the multiple-motive heuristic-systematic model. 2018 , 24, 801-822	9
128	How does the Perceived Ethicality of Corporate Services Brands Influence Loyalty and Positive Word-of-Mouth? Analyzing the Roles of Empathy, Affective Commitment, and Perceived Quality. 2018 , 148, 721-740	85
127	Consumer loyalty toward smartphone brands: The determining roles of deliberate inertia and cognitive lock-in. 2018 , 55, 866-876	13
126	Promoting Healthy Menu Choices in Fast Food Restaurant Advertising: Influence of Perceived Brand Healthiness, Brand Commitment, and Health Consciousness. 2018 , 23, 387-398	7
125	The Role of Consumer Affect on Visual Social Networking Sites: How Consumers Build Brand Relationships. 2018 , 39, 178-191	13
124	Credit Risk Research: Review and Agenda. 2018 , 54, 811-835	25
123	Direct and indirect effect of brand experience on true brand loyalty: role of involvement. 2018 , 30, 725-748	19
122	Modeling brand immunity: the moderating role of generational cohort membership. 2018, 25, 133-146	4
121	Chapter 10 Determinants of CustomerslEngagement with Islamic Banking. 2018 , 223-237	О

120	Why We Need Better Measures Of Research Impact in Advertising. 2018, 58, 385-389	2
119	A review of the internationalization of Chinese enterprises. 2018 , 35, 573-605	69
118	Twenty five years of the Journal of Travel & Tourism Marketing: a bibliometric ranking. 2018, 35, 1201-1221	63
117	The first decade of service dominant logic research - a bibliometric analysis. 2018 , 14, 523	1
116	Corporate social responsibility signaling, evaluation, identification, and revisit intention among cruise customers. 2019 , 27, 1634-1647	11
115	Effectiveness of Online Digital Media Advertising as A Strategic Tool for Building Brand Sustainability: Evidence from FMCGs and Services Sectors of Pakistan. 2019 , 11, 3436	13
114	A bibliometric review of sukuk literature. 2019 ,	42
113	Foresight for online shopping behavior: a study of attribution for What next syndrome 2019 , 21, 285-317	19
112	A Decade of Online Advertising Research: What We Learned and What We Need to Know. <i>Journal of Advertising</i> , 2019 , 48, 1-13	70
111	Brand communities delational outcomes, through brand love. 2019 , 28, 154-165	62
110	Connecting the dots: a bibliometric review of Habermasian theory in public relations research. 2019 , 23, 444-467	4
109	The transformation of the e-tailing field: a bibliometric analysis. 2019 , 48, 152-168	6
108	Seaport competitiveness research: the past, present and future. 2019 , 11, 533	6
107	Twenty-five years of Benchmarking: An International Journal (BIJ). 2019 , 27, 760-780	6
106	Advertising in Digital Games: A Bibliometric Review. 2019 , 19, 204-218	4
105	The impact of brand personality on consumer behavior: the role of brand love. 2019 , 23, 30-47	27
104	Empowering political participation through artificial intelligence. 2018 , 46, 369-380	12
103	Thirty-fifth anniversary of the International Journal of Hospitality Management: A bibliometric overview. 2019 , 78, 89-101	46

102	A bibliometric research in the tourism, leisure and hospitality fields. <i>Journal of Business Research</i> , 2019 , 101, 819-827	8.7	50
101	The intellectual structure of coopetition: past, present and future. 2019 , 12, 2-29		10
100	A review of eye-tracking research in tourism. 2019 , 22, 1244-1261		68
99	Developing successful cause-related marketing campaigns through social-networks the moderating role of users to ge. 2020 , 31, 373-388		5
98	An analysis of process-tracing research on consumer decision-making. <i>Journal of Business Research</i> , 2020 , 111, 305-320	8.7	20
97	Be congruent and I will be loyal: the case of sport services. 2020 , 23, 234-248		5
96	Leading Universities in Tourism and Hospitality Research: A Bibliometric Overview. 2020 , 142-152		
95	Modelling and Simulation in Management Sciences. 2020,		O
94	Corruption in international business: A review and research agenda. 2020 , 29, 101660		63
93	Sovereign wealth funds: Past, present and future. <i>International Review of Financial Analysis</i> , 2020 , 67, 101418	6.7	21
92	The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. 2020 , 53, 101975		38
91	A bibliometric analysis on packaging research: towards sustainable and healthy packages. 2020 , 123, 684-701		12
90	Mapping corporate social responsibility research in communication: A network and bibliometric analysis. 2020 , 46, 101963		8
89	Emerging trends in the literature of value co-creation: a bibliometric analysis. 2020 , 27, 981-1002		23
88	Cultural intelligence, global mindset, and cross-cultural competencies: a systematic review using bibliometric methods. 2020 , 14, 210		14
87	Mindful and Mindless Anthropomorphism: How to Facilitate Consumer Comprehension Towards New Products. 2020 , 17, 2050016		
86	Brand recall of skippable vs non-skippable ads in YouTube. 2020 , 44, 545-562		8
85	Internationales Marketingmanagement. 2020 ,		1

(2021-2020)

84	Exploring internal stakeholders Lemotional attachment & corporate brand perceptions through corporate story telling for branding. 2020 , 7, 1816254	6
83	The effect of brandsBocial network content quality and interactivity on purchase intention: Evidence from Jordan. 2020 , 3135-3142	1
82	All eyes on you: The social audience and hedonic adaptation. 2020 , 37, 1554-1570	4
81	Social Business Enterprises as a Research Domain: A Bibliometric Analysis and Research Direction. 2020 , 1-15	3
80	Scientific research in the tourism, leisure and hospitality field: a bibliometric analysis. 2020, 31, 494-508	8
79	A bibliometric review of takaful literature. 2020 , 69, 389-405	24
78	Corruption in banks: A bibliometric review and agenda. 2020 , 35, 101499	18
77	An investigation into corporate trust and its linkages. <i>Journal of Business Research</i> , 2020 , 117, 806-824 8.7	2
76	Research Trends of Marketing: A Bibliometric Study 1990\(\textbf{0}\)017. 2020 , 26, 674-703	10
75	A bibliometric outlook of the most cited documents in business, management and accounting in Ibero-America. 2020 , 26, 1-8	12
74	Corruption in economics: a bibliometric analysis and research agenda. 2021, 28, 565-578	7
73	A cross cultural study of gender differences in omnichannel retailing contexts. 2021 , 58, 102265	11
72	An analysis of thematic structure of research trends in occupational health and safety concerning safety culture and environmental management. 2021 , 281, 125346	3
71	Data mining privacy preserving: Research agenda. 2021 , 11,	6
70	Evolution of digital marketing communication: Bibliometric analysis and network visualization from key articles. <i>Journal of Business Research</i> , 2021 , 130, 552-563	17
69	Institutional Complementarities in Comparative Capitalism: A Bibliometric Account. 2021 , 897-915	О
68	Aralīfma-Sorgulamaya Dayalfletime Yfielik Akademik lillīhalar ñ Bibliyometrik Analizi (2000-2020).	
67	Forty-five years of celebrity credibility and endorsement literature: Review and learnings. <i>Journal of Business Research</i> , 2021 , 125, 397-415	6

66	Enhancing resilience to negative information in consumer-brand interaction: the mediating role of brand knowledge and involvement. 2021 , ahead-of-print,	10
65	Fifty years of information management research: A conceptual structure analysis using structural topic modeling. 2021 , 58, 102316	14
64	A critical review of international print advertisements: evolutionary analysis, assessment and elucidations, from 1965 to 2020. 2021 , 38, 806-839	0
63	A bibliometric review of the Waqf literature. 1	3
62	Emerging trends in digital transformation: a bibliometric analysis. 2021, ahead-of-print,	8
61	Sharing-collaborative economy in tourism: A bibliometric analysis and perspectives for the post-pandemic era. 135481662110357	3
60	Research and Development Journey and Future Trends of Hollow Fiber Membranes for Purification Applications (1970-2020): A Bibliometric Analysis. 2021 , 11,	3
59	Gender Stereotype in Toy Advertisements on Social Networking Sites. 2021 , 11, e202122	1
58	Building brand loyalty on social media: theories, measurements, antecedents, and consequences. 1	O
57	Quantitative analysis of the development of digital marketing field: Bibliometric analysis and network mapping. 2021 , 1, 100018	4
57 56		4
	network mapping. 2021 , 1, 100018 Advertising Media Selection Framework Using Fuzzy VIKOR Approach: A Case of New Insurance	10
56	network mapping. 2021, 1, 100018 Advertising Media Selection Framework Using Fuzzy VIKOR Approach: A Case of New Insurance Product. 2021, 733-740	10
56 55	network mapping. 2021, 1, 100018 Advertising Media Selection Framework Using Fuzzy VIKOR Approach: A Case of New Insurance Product. 2021, 733-740 Online-Kommunikation und Werbung. 2010, 434-460 An Integrated Review of the Efficacy of Internet Advertising: Concrete Approaches to the Banner	
56 55 54	Advertising Media Selection Framework Using Fuzzy VIKOR Approach: A Case of New Insurance Product. 2021, 733-740 Online-Kommunikation und Werbung. 2010, 434-460 An Integrated Review of the Efficacy of Internet Advertising: Concrete Approaches to the Banner Ad Format and the Context of Social Networks. 2014, 523-564	1
56 55 54 53	Advertising Media Selection Framework Using Fuzzy VIKOR Approach: A Case of New Insurance Product. 2021, 733-740 Online-Kommunikation und Werbung. 2010, 434-460 An Integrated Review of the Efficacy of Internet Advertising: Concrete Approaches to the Banner Ad Format and the Context of Social Networks. 2014, 523-564 The Perceived Interactivity of Top Global Brand Websites and its Determinants. 2010, 217-233 COVID-19 Pandemi Dileminde Pazarlama Literatifideki Ellimler: Bibliyometrik Analizle Bir	3
5655545352	Advertising Media Selection Framework Using Fuzzy VIKOR Approach: A Case of New Insurance Product. 2021, 733-740 Online-Kommunikation und Werbung. 2010, 434-460 An Integrated Review of the Efficacy of Internet Advertising: Concrete Approaches to the Banner Ad Format and the Context of Social Networks. 2014, 523-564 The Perceived Interactivity of Top Global Brand Websites and its Determinants. 2010, 217-233 COVID-19 Pandemi Dileminde Pazarlama Literatifideki Eilimler: Bibliyometrik Analizle Bir liceleme. 2020, 16, 1-1	3 3

48	COVID-19 Konulu Medya ve letilm ElEnalar ñ î Bibliyometrik Profili. <i>Selūk lilverslieslletlin</i> FaklteslAkademlk DergEl	2.5	O
47	Placing Crisis Management Research in Context: An Analysis and a Call for the State of Crisis Management Research in Public Relations. 2011 , 15, 144-175		1
46	The State of Internet Marketing Research (2005-2012). 2015 , 282-305		1
45	Wirkung innovativer Onlinewerbung. 2016 , 321-352		4
44	Internationales Kommunikationsmanagement. 2016 , 365-426		
43	An Integrative Observation of the Effectiveness of Interactivity: Application of the Meta-analysis for Research in Advertising and its Relevant Areas. <i>The Korean Journal of Consumer and Advertising Psychology</i> , 2017 , 18, 707-738	0.7	
42	Online-Kommunikation und Werbung. 2018 , 1-27		
41	Online-Kommunikation und Werbung. 2019 , 479-505		2
40	Tourism research: A bibliometric and country analysis. <i>Journal of Intelligent and Fuzzy Systems</i> , 2020 , 38, 5565-5577	1.6	1
39	The Circular Economy of Plastics. Advances in Finance, Accounting, and Economics, 2020, 276-301	0.3	
38	Internationales Kommunikationsmanagement. 2020 , 377-437		
37	The Impact of the COVID-19 Pandemic on Communication Studies: Bibliometric Analysis. <i>Selūk</i> Diversilesiletin FakiltesiAkademik Dergsil	2.5	
36	Product Placement Bibliometric Study: Generic Journals Versus Specific-Communication Journals. <i>International Journal of Business Communication</i> , 232948842110558	1.5	
35	Social commerce - A Bibliometric Analysis and Future Research Directions. <i>Journal of Global Information Management</i> , 2021 , 29, 0-0	1.9	2
34	Past, present, and future of customer engagement. Journal of Business Research, 2021,	8.7	22
33	A Bibliometric Analysis of Fintech Trends and Digital Finance. <i>Frontiers in Environmental Science</i> , 2022 , 9,	4.8	2
32	The Role of Social Media in Creativity Management in Advertising Agencies. <i>International Journal of E-Services and Mobile Applications</i> , 2022 , 14, 0-0	1.1	1
31	A bibliometric review of financial market integration literature. <i>International Review of Financial Analysis</i> , 2022 , 80, 102035	6.7	3

30	The Journal of Advertising First 50 Years. Journal of Advertising, 1-17	4.4	2
29	The impact of interactive advertising on consumer engagement, recall, and understanding: A scoping systematic review for informing regulatory science <i>PLoS ONE</i> , 2022 , 17, e0263339	3.7	
28	Retrospective View and Thematic Analysis of Business-to-Business Relationships through Bibliometric Analysis. <i>Journal of Business-to-Business Marketing</i> , 2022 , 29, 19-42	2.3	4
27	The Journal of Advertising Production and Dissemination of Advertising Knowledge: A 50th Anniversary Commemorative Review. <i>Journal of Advertising</i> , 1-35	4.4	5
26	Financial Development and Shadow Economy: A Bibliometric Analysis Using the Scopus Database (1985\(\textbf{Q} 021 \)). Journal of the Knowledge Economy, 1	1.3	О
25	The State of Artificial Intelligence in Marketing With Directions for Future Research. <i>International Journal of Business Intelligence Research</i> , 2021 , 12, 1-26	0.6	
24	The Technological Impact in Finance: A Bibliometric Study of Fintech Research. <i>Eurasian Studies in Business and Economics</i> , 2022 , 193-209	0.2	1
23	Reference price research in marketing: a bibliometric analysis. <i>Marketing Intelligence and Planning</i> , 2022 , ahead-of-print,	3.2	O
22	Mapping the most competitive journals in advertising research. A bibliometric analysis in a 25-year period. <i>Journal of Global Scholars of Marketing Science</i> , 1-33	2.3	
21	A Bibliometric Analysis of Journal of Relationship Marketing (2002 1 019). <i>Journal of Relationship Marketing</i> , 1-28	2.2	
20	A Bibliometric and Visualization Analysis of Human Capital and Sustainability. <i>Vision</i> , 09722629221105	57 0.9	
19	What have been highly pointed in bread and sourdough researches: using bibliometric analysis as a powerful tool.		
18	A Bibliometric Analysis of the Scientific Research on Artisanal and Small-Scale Mining. <i>International Journal of Environmental Research and Public Health</i> , 2022 , 19, 8156	4.6	0
17	Advertising expenditure and stock performance: A bibliometric analysis. 2022, 103283		O
16	Uncovering the Effect of European Policy-Making Initiatives in Addressing Nutrition-Related Issues: A Systematic Literature Review and Bibliometric Analysis on Front-of-Pack Labels. 2022 , 14, 3423		0
15	Mergers and acquisitions research - A bibliometric analysis. 2022 ,		O
14	Customer Experience in Social Commerce: Thematic and Intellectual Structure Mapping Using Bibliometric Analysis. 1-25		О
13	Role of artificial intelligence in marketing strategies and performance.		О

CITATION REPORT

12	Big data and credit risk assessment: a bibliometric review, current streams, and directions for future research. 2022 , 10,	О
11	The development of digital payments past, present, and future from the literature. 2022, 101855	O
10	A bibliometric analysis of the first 20 years of the Journal of Corporate Real Estate.	2
9	Banking service quality literature: a bibliometric review and future research agenda.	O
8	Value co-creation in business-to-business context: A bibliometric analysis using HistCite and VOS viewer. 13,	O
7	Artificial intelligence and corporate innovation: A review and research agenda. 2023 , 188, 122264	1
6	Food Waste & Towards Achieving SDG 2030. 2022 ,	O
5	A bibliometric analysis of relationship management as a scholarly field from 1997 to 2022. 2023 , 49, 102286	O
4	Self-regulation versus government oversight: audit fees research. 2023 , 45, 340-363	O
3	Out-of-home advertising: a bibliometric review. 1-35	O
2	Virtual reality in digital marketing: research agenda based on bibliometric reflection.	О
1	Population ageing and entrepreneurship under a regional perspective. A bibliometric and content analysis.	О