

Introducing COBRAs

International Journal of Advertising
30, 13-46

DOI: 10.2501/ija-30-1-013-046

Citation Report

#	ARTICLE	IF	CITATIONS
1	Social media gaming – a recipe for employer brand success. <i>Strategic HR Review</i> , 2011, 11, 13-17.	0.4	9
2	Sporting Facebook: A Content Analysis of NCAA Organizational Sport Pages and Big 12 Conference Athletic Department Pages. <i>International Journal of Sport Communication</i> , 2011, 4, 422-444.	0.4	115
3	Self-disclosure in online media. <i>International Journal of Advertising</i> , 2012, 31, 485-510.	4.2	20
4	Facebook versus television: advertising value perceptions among females. <i>Journal of Research in Interactive Marketing</i> , 2012, 6, 164-179.	7.2	143
5	Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. <i>Journal of Interactive Marketing</i> , 2012, 26, 83-91.	4.3	1,343
6	Online engagement factors on Facebook brand pages. <i>Social Network Analysis and Mining</i> , 2013, 3, 843-861.	1.9	506
7	Brand-Related eWOM and Its Effects on Purchase Decisions: An Empirical Study of University of Botswana Students. <i>International Journal of Business and Management</i> , 2013, 8, .	0.1	19
8	Young Chinese Consumers – Snob and Bandwagon Luxury Consumption Preferences. <i>Journal of International Consumer Marketing</i> , 2013, 25, 290-304.	2.3	71
9	Managing Brands in the Social Media Environment. <i>Journal of Interactive Marketing</i> , 2013, 27, 242-256.	4.3	578
10	Creating Online Brand Experience on Facebook. <i>Marketing Review St Gallen</i> , 2013, 30, 50-59.	0.6	23
11	Motivations and Antecedents of Consumer Engagement With Brand Pages on Social Networking Sites. <i>Journal of Interactive Advertising</i> , 2013, 13, 76-87.	3.0	367
12	Toward an Integrated Model of Public Engagement on Corporate Social Networking Sites: Antecedents, the Process, and Relational Outcomes. <i>International Journal of Strategic Communication</i> , 2013, 7, 257-273.	0.9	63
13	Beyond liking or following: Understanding public engagement on social networking sites in China. <i>Public Relations Review</i> , 2013, 39, 13-22.	1.9	162
14	Social media and international advertising: theoretical challenges and future directions. <i>International Marketing Review</i> , 2013, 30, 56-71.	2.2	267
15	Webcare as Customer Relationship and Reputation Management? Motives for Negative Electronic Word of Mouth and Their Effect on Webcare Receptiveness. <i>Diabetes Therapy</i> , 2013, , 55-69.	1.2	24
16	Ads are watching me. <i>International Journal of Advertising</i> , 2013, 32, 513-538.	4.2	48
19	How banner ads can be effective. <i>International Journal of Advertising</i> , 2013, 32, 121-141.	4.2	38
20	Editorial: Customised communications. <i>International Journal of Advertising</i> , 2013, 32, 483-485.	4.2	13

#	ARTICLE	IF	CITATIONS
21	Investigating the Effects of Image-Seeking Behavior at Social Network Sites on Purchase Behavior: A Text Mining and Econometric Approach. SSRN Electronic Journal, 2014, , .	0.4	0
22	Who "Likes" You and Why? A Typology of Facebook Fans. Journal of Advertising Research, 2014, 54, 92-109.	1.0	109
23	Impact of Social Media Marketing Strategies on Consumers Behaviour in Delhi. International Journal of Virtual Communities and Social Networking, 2014, 6, 1-23.	0.2	3
24	Using Social Networks Sites in the Purchasing Decision Process. International Journal of E-Business Research, 2014, 10, 18-35.	0.7	16
25	Metric proposal for customer engagement in Facebook. Journal of Research in Interactive Marketing, 2014, 8, 327-344.	7.2	79
26	Brand followers. International Journal of Advertising, 2014, 33, 657-680.	4.2	87
27	Dreaming out loud on Pinterest. International Journal of Advertising, 2014, 33, 633-655.	4.2	45
28	Social media advertising value. International Journal of Advertising, 2014, 33, 271-294.	4.2	139
29	Frequencies of polymorphisms in CYP2C9 and VKORC1 genes influencing warfarin metabolism in Slovak population: implication for clinical practice. Bratislava Medical Journal, 2014, 115, 563-568.	0.4	7
30	The emergence and impact of consumer brand empowerment in online social networks: A proposed ontology. Journal of Brand Management, 2014, 21, 516-531.	2.0	24
31	Effects of Pre-Purchase Search Motivation on User Attitudes toward Online Social Network Advertising: A Case of University Students. Journal of Competitiveness, 2014, 6, 42-55.	1.4	23
32	"PIN"pointing the motivational dimensions behind Pinterest. Computers in Human Behavior, 2014, 33, 192-200.	5.1	89
33	Brand followers' retweeting behavior on Twitter: How brand relationships influence brand electronic word-of-mouth. Computers in Human Behavior, 2014, 37, 18-25.	5.1	216
34	Perceptual, Attitudinal, and Behavioral Outcomes of Organization's Public Engagement on Corporate Social Networking Sites. Journal of Public Relations Research, 2014, 26, 417-435.	1.3	148
35	CyberRx. International Journal of Pharmaceutical and Healthcare Marketing, 2014, 8, 193-225.	0.7	11
36	Unraveling the effects of active and passive forms of political Internet use: Does it affect citizens' political involvement?. New Media and Society, 2014, 16, 903-920.	3.1	63
37	Social Media Conceptualization and Taxonomy. Journal of Creative Communications, 2014, 9, 107-126.	1.2	51
38	The Effect of Social Media Marketing on Customers' Brand Loyalty. International Journal of Academic Research in Business and Social Sciences, 2014, 4, .	0.0	5

#	ARTICLE	IF	CITATIONS
39	College-aged young consumersâ€™ interpretation of Twitter and marketing information on Twitter. <i>Young Consumers</i> , 2015, 16, 208-221.	2.3	11
40	Content strategies and audience response on Facebook brand pages. <i>Marketing Intelligence and Planning</i> , 2015, 33, 927-943.	2.1	108
41	Is the Size or the Valence of Proactive Engagement Associated with Purchase Intention? A Case Study of Branded Blogs of Starbucks. <i>International Journal of Strategic Communication</i> , 2015, 9, 197-216.	0.9	16
42	The effects of affective and cognitive elaborations from Facebook posts on consumer attitude formation. <i>Journal of Consumer Behaviour</i> , 2015, 14, 208-218.	2.6	40
43	Effect of Firmss Fan Page Strategy on User Engagement. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	1
44	The Art of Listening on Social Media Platforms: How Firms Follow Users on Social Media Fan Pages. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	2
45	What Motivates Consumers To Re-Tweet Brand Content?. <i>Journal of Advertising Research</i> , 2015, 55, 284-295.	1.0	93
46	Social Media as a Tool of Marketing: A Study of Indian Automobile Industry. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
47	Factors Promoting Social CRM. <i>International Journal of Customer Relationship Marketing and Management</i> , 2015, 6, 48-69.	0.2	0
48	Nothing Matters More to People than People: Brand Meaning and Social Relationships. <i>Review of Marketing Research</i> , 2015, , 121-149.	0.2	34
49	The Relation between Destination Image and Social Media user Engagement â€“ theoretical Approach. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 213, 616-621.	0.5	9
50	Consumer Tweets about Brands: A Content Analysis of Sentiment Tweets about Goods and Services. <i>Journal of Creative Communications</i> , 2015, 10, 176-185.	1.2	19
51	Does a Virtual Like Cause Actual Liking? How Following a Brand's Facebook Updates Enhances Brand Evaluations and Purchase Intention. <i>Journal of Interactive Marketing</i> , 2015, 32, 26-36.	4.3	131
52	Brand followers: motivations and attitudes of consumers to follow brands in social media. <i>International Journal of Internet Marketing and Advertising</i> , 2015, 9, 3.	0.1	10
53	Determinants of Consumersâ€™ Attitude towards Social Media Advertising. <i>Journal of Creative Communications</i> , 2015, 10, 248-258.	1.2	25
54	Online Influence? Social Media Use, Opinion Leadership, and Political Persuasion. <i>International Journal of Public Opinion Research</i> , 0, , edv050.	0.7	98
55	Industrial branding in the digital age. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 733-741.	1.8	41
56	Apparel brandsâ€™ use of Facebook: an exploratory content analysis of branded entertainment. <i>Journal of Fashion Marketing and Management</i> , 2015, 19, 107-119.	1.5	29

#	ARTICLE	IF	CITATIONS
57	How Peer Communication and Engagement Motivations Influence Social Media Shopping Behavior: Evidence from China and the United States. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2015, 18, 595-601.	2.1	22
58	Social media usage and acculturation: A test with Hispanics in the U.S.. <i>Computers in Human Behavior</i> , 2015, 45, 204-212.	5.1	60
59	Determinantes de la intención de uso de Facebook en el proceso de decisión de compra. <i>Investigaciones Europeas De Dirección Y Economía De La Empresa</i> , 2015, 21, 26-34.	0.6	7
60	CRM in the digital age: implementation of CRM in three contemporary B2B firms. <i>Journal of Systems and Information Technology</i> , 2015, 17, 2-19.	0.8	32
61	Influence of Facebook brand-page posts on online engagement. <i>Online Information Review</i> , 2015, 39, 505-519.	2.2	222
62	Engaging Facebook Users in Brand Pages: Different Posts of Marketing-Mix Information. <i>Lecture Notes in Business Information Processing</i> , 2015, , 299-308.	0.8	4
63	Media Effects. , 2015, , 29-34.		7
64	Factors influencing the use of social media by SMEs and its performance outcomes. <i>Industrial Management and Data Systems</i> , 2015, 115, 570-588.	2.2	273
65	Infusing social media with humanity: Corporate character, public engagement, and relational outcomes. <i>Public Relations Review</i> , 2015, 41, 395-403.	1.9	104
66	Leaving the Home Turf: How Brands Can Use Webcare on Consumer-generated Platforms to Increase Positive Consumer Engagement. <i>Journal of Interactive Marketing</i> , 2015, 30, 20-33.	4.3	129
67	Building self-brand connections: Exploring brand stories through a transmedia perspective. <i>Journal of Brand Management</i> , 2015, 22, 38-59.	2.0	59
68	Twitter for two: investigating the effects of dialogue with customers in social media. <i>International Journal of Advertising</i> , 2015, 34, 181-194.	4.2	51
69	Examining the Relationships Among National Culture, Individual-Level Cultural Variable and Consumer Attitudes. <i>Procedia Computer Science</i> , 2015, 60, 1715-1719.	1.2	3
70	The usage of digital marketing channels in SMEs. <i>Journal of Small Business and Enterprise Development</i> , 2015, 22, 633-651.	1.6	234
71	How to make your Facebook posts attractive. <i>International Journal of Contemporary Hospitality Management</i> , 2015, 27, 1772-1790.	5.3	68
72	Use of social networks in banking: a study in the Czech Republic. <i>Applied Economics</i> , 2015, 47, 6155-6169.	1.2	8
73	The effect of social media communication on consumer perceptions of brands. <i>Journal of Marketing Communications</i> , 2016, 22, 189-214.	2.7	444
74	Social media and Relationship Marketing Strategies of Malaysian Car Brands. <i>Indian Journal of Science and Technology</i> , 2016, 9, .	0.5	5

#	ARTICLE	IF	CITATIONS
75	The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5 Personality Traits. <i>Journal of Accounting & Marketing</i> , 2016, 05, .	0.2	14
76	A Framework for Categorizing Social Media Posts. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
77	Follow the leader: understanding young adults' intentions to follow brands on Facebook. <i>International Journal of Internet Marketing and Advertising</i> , 2016, 10, 152.	0.1	0
78	Measuring Consumers' Engagement With Brand-Related Social-Media Content. <i>Journal of Advertising Research</i> , 2016, 56, 64-80.	1.0	289
79	Toward a Tweet Typology: Contributory Consumer Engagement With Brand Messages by Content Type. <i>Journal of Interactive Advertising</i> , 2016, 16, 157-168.	3.0	40
80	A two-nation experiment to investigate the relationships among national culture, individual-level cultural variables and consumer attitudes toward advertising websites and the brand. <i>International Journal of Knowledge Engineering and Soft Data Paradigms</i> , 2016, 5, 146.	0.0	0
82	Engagement in social media environments for individuals with who use augmentative and alternative communication. <i>NeuroRehabilitation</i> , 2016, 39, 499-506.	0.5	7
83	Understanding the Impact of Media Engagement on the Perceived Value and Acceptance of Advertising Within Mobile Social Networks. <i>Journal of Interactive Advertising</i> , 2016, 16, 59-73.	3.0	49
84	Does culture matter in effectiveness of social media marketing strategy? An investigation of brand fan pages. <i>Aslib Journal of Information Management</i> , 2016, 68, 694-715.	1.3	57
85	Blogging the brand: Meaning transfer and the case of Weight Watchersâ€™ online community. <i>Journal of Brand Management</i> , 2016, 23, 457-471.	2.0	13
86	Collaborative Brand Attacks in Social Media: Exploring the Antecedents, Characteristics, and Consequences of a New Form of Brand Crises. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 381-410.	2.6	85
87	Public engagement with CEOs on social media: Motivations and relational outcomes. <i>Public Relations Review</i> , 2016, 42, 932-942.	1.9	81
88	Underpinnings of User Participation in Service Providerâ€™Hosted Online Communities. <i>Service Science</i> , 2016, 8, 249-262.	0.9	16
89	(Un)willing to engage? First look at the engagement types of millennials. <i>Corporate Communications</i> , 2016, 21, 500-515.	1.1	16
90	Consumer social orientation-based personality and social media use: an exploration among young US consumers. <i>International Journal of Internet Marketing and Advertising</i> , 2016, 10, 1.	0.1	3
91	Augmented reality smart glasses: an investigation of technology acceptance drivers. <i>International Journal of Technology Marketing</i> , 2016, 11, 123.	0.1	211
92	Branding with social media: User gratifications, usage patterns, and brand message content strategies. <i>Computers in Human Behavior</i> , 2016, 63, 868-890.	5.1	122
93	Drivers of user engagement in eWoM communication. <i>Journal of Services Marketing</i> , 2016, 30, 541-553.	1.7	85

#	ARTICLE	IF	CITATIONS
94	Engaging consumers and building relationships in social media: How social relatedness influences intrinsic vs. extrinsic consumer motivation. <i>Computers in Human Behavior</i> , 2016, 63, 970-979.	5.1	105
95	An experiential model of consumer engagement in social media. <i>Journal of Product and Brand Management</i> , 2016, 25, 424-434.	2.6	118
96	Motivation Recipes for Brand-Related Social Media Use: A Boolean-QCA Approach. <i>Psychology and Marketing</i> , 2016, 33, 1062-1070.	4.6	27
97	Standardization, Adaptation, and Personalization of International Corporate Social Media Communications. <i>Psychology and Marketing</i> , 2016, 33, 1098-1105.	4.6	16
99	Consumers'™ Online Brand Endorsements. , 2016, , 189-209.		3
100	Consumer Responses to Creative Media Advertising: A Literature Review. , 2016, , 19-46.		2
101	Brand Pages as a Communication Tool: A State of the Art and a Research Agenda. , 2016, , 169-188.		1
102	Proactive Engagement of Opinion Leaders and Organization Advocates on Social Networking Sites. <i>International Journal of Strategic Communication</i> , 2016, 10, 115-132.	0.9	11
103	The Relationships Between Customer Brand Engagement in Social Media and Share of Wallet. <i>Lecture Notes in Information Systems and Organisation</i> , 2016, , 173-186.	0.4	0
104	Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. <i>Journal of Business Research</i> , 2016, 69, 5833-5841.	5.8	660
105	Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South Korea. <i>International Journal of Advertising</i> , 2016, 35, 248-265.	4.2	106
106	Digitalisierung im Vertrieb. , 2016, , .		15
107	Online Brand Communities. <i>Progress in IS</i> , 2016, , .	0.5	14
108	The customer engagement ecosystem. <i>Journal of Marketing Management</i> , 2016, 32, 469-501.	1.2	165
109	Motivations to interact with brands on Facebook – Towards a typology of consumer-brand interactions. <i>Journal of Brand Management</i> , 2016, 23, 153-178.	2.0	100
110	Social media engagement as an evaluation barometer: Insights from communication executives. <i>Public Relations Review</i> , 2016, 42, 679-691.	1.9	51
111	Why Nonprofits Are Easier to Endorse on Social Media: The Roles of Warmth and Brand Symbolism. <i>Journal of Interactive Marketing</i> , 2016, 33, 27-42.	4.3	106
112	Evaluating the influence of YouTube advertising for attraction of young customers. <i>Computers in Human Behavior</i> , 2016, 59, 165-172.	5.1	179

#	ARTICLE	IF	CITATIONS
113	Brand Page Attachment. , 2016, , .		8
114	Evidence that user-generated content that produces engagement increases purchase behaviours. Journal of Marketing Management, 2016, 32, 427-444.	1.2	127
115	Instagram: Motives for its use and relationship to narcissism and contextual age. Computers in Human Behavior, 2016, 58, 89-97.	5.1	576
116	Factors Influencing Members' Engagement with Virtual Brand Communities. Progress in IS, 2016, , 163-188.	0.5	1
117	Social media engagement behaviour: a uses and gratifications perspective. Journal of Strategic Marketing, 2016, 24, 261-277.	3.7	375
118	The influence of self-construal and materialism on social media intensity: a study of China and the United States. International Journal of Advertising, 2016, 35, 569-588.	4.2	57
119	Psychological empowerment on social media: Who are the empowered users?. Public Relations Review, 2016, 42, 49-59.	1.9	67
120	Creative Media Use Increases Online Sharing of Your Ad (but Seems Less Effective for Your Brand). , 2016, , 291-308.		4
121	Advances in Advertising Research (Vol. VI). , 2016, , .		5
122	Advertising in social media: a review of empirical evidence. International Journal of Advertising, 2016, 35, 266-300.	4.2	195
123	Why we watch others' responses to online advertising – investigating users' motivations for viewing user-generated content in the context of online advertising. Journal of Marketing Communications, 2017, 23, 400-412.	2.7	22
124	An investigation of problem-solving support and relaxation motivations on e-WOM. Journal of Marketing Communications, 2017, 23, 273-292.	2.7	6
125	Use of social media across the trip experience: An application of latent transition analysis. Journal of Travel and Tourism Marketing, 2017, 34, 431-443.	3.1	53
126	Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. Telematics and Informatics, 2017, 34, 412-424.	3.5	312
127	Getting the word out on Twitter: the role of influentials, information brokers and strong ties in building word-of-mouth for brands. International Journal of Advertising, 2017, 36, 496-513.	4.2	95
128	“Smoking Is S... Sandals and White Socks” Co-Creation of a Dutch Anti-Smoking Campaign to Change Social Norms. Health Communication, 2017, 32, 621-628.	1.8	10
129	Experiential Engagement and Active vs. Passive Behavior in Mobile Location-based Social Networks: The Moderating Role of Privacy. Journal of Interactive Marketing, 2017, 37, 133-148.	4.3	57
130	Engaging customers through online participation in social networking sites. Asia Pacific Management Review, 2017, 22, 16-24.	2.6	55

#	ARTICLE	IF	CITATIONS
131	Staking reputation on stakeholders: How does stakeholders' Facebook engagement help or ruin a company's reputation?. <i>Public Relations Review</i> , 2017, 43, 201-210.	1.9	91
132	Unlimited Users: The Rise of Consumer-Generated Content. , 2017, , 57-87.		0
133	Social media: communication strategies, engagement and future research directions. <i>International Journal of Wine Business Research</i> , 2017, 29, 2-19.	1.0	54
134	Examining the performance of brand-extended thematic-content: The divergent impact of avid- and skim-reader groups. <i>Computers in Human Behavior</i> , 2017, 72, 449-458.	5.1	9
135	Like, comment, and share on Facebook: How each behavior differs from the other. <i>Public Relations Review</i> , 2017, 43, 441-449.	1.9	312
136	How virtual brand community traces may increase fan engagement in brand pages. <i>Business Horizons</i> , 2017, 60, 375-384.	3.4	35
137	Building brand loyalty in e-commerce of fashion lingerie. <i>Journal of Fashion Marketing and Management</i> , 2017, 21, 103-114.	1.5	11
138	Exploring the effect of user engagement in online brand communities: Evidence from Twitter. <i>Computers in Human Behavior</i> , 2017, 72, 321-338.	5.1	97
140	Strategic Use of Social Media for Stakeholder Engagement in Startup Companies in China. <i>International Journal of Strategic Communication</i> , 2017, 11, 244-267.	0.9	37
141	Why do consumers participate in brand microblogs?. <i>Electronic Commerce Research and Applications</i> , 2017, 24, 1-11.	2.5	16
142	Explaining consumer brand-related activities on social media: An investigation of the different roles of self-expression and socializing motivations. <i>Computers in Human Behavior</i> , 2017, 75, 272-282.	5.1	90
143	A framework for categorizing social media posts. <i>Cogent Business and Management</i> , 2017, 4, 1284390.	1.3	52
144	Exploring the Perceptual and Behavioral Outcomes of Public Engagement on Mobile Phones and Social Media. <i>International Journal of Strategic Communication</i> , 2017, 11, 133-147.	0.9	16
145	Online brand community practices and the construction of brand legitimacy. <i>Marketing Theory</i> , 2017, 17, 537-558.	1.7	55
146	Like is a verb: exploring tie strength and casual brand use effects on brand attitudes and consumer online goal achievement. <i>Journal of Product and Brand Management</i> , 2017, 26, 365-374.	2.6	14
147	Time orientation and engagement with social networking sites: A cross-cultural study in Austria, China and Uruguay. <i>Journal of Business Research</i> , 2017, 80, 155-163.	5.8	41
148	Connecting or disconnecting: luxury branding on social media and affluent Chinese female consumers' interpretations. <i>Journal of Brand Management</i> , 2017, 24, 562-574.	2.0	21
149	Social media-based sponsorship activation – a typology of content. <i>Sport, Business and Management</i> , 2017, 7, 293-314.	0.7	22

#	ARTICLE	IF	CITATIONS
150	Consumer intentions to engage in s-commerce: a cross-national study. <i>Journal of Marketing Management</i> , 0, , 1-31.	1.2	17
151	The Dynamics of Consumer Engagement with Mobile Technologies. <i>Service Science</i> , 2017, 9, 36-49.	0.9	91
152	BLOG CONTENT MANAGEMENT IN SHAPING PRO RECREATIONAL ATTITUDES. <i>Journal of Business Economics and Management</i> , 2017, 18, 146-162.	1.1	7
153	m-WOM in a brand's Facebook fan page. <i>Online Information Review</i> , 2017, 41, 936-953.	2.2	17
154	Antecedents of consumer intention to follow and recommend an Instagram account. <i>Online Information Review</i> , 2017, 41, 1046-1063.	2.2	99
155	Model Supporting Social Media Hiring. <i>Lecture Notes in Business Information Processing</i> , 2017, , 81-95.	0.8	0
156	Measuring customer social participation in online travel communities. <i>Journal of Hospitality and Tourism Technology</i> , 2017, 8, 432-464.	2.5	33
157	Transforming followers into fans: a study of Chinese users of the WeChat Official Account. <i>Online Information Review</i> , 2017, 41, 1029-1045.	2.2	30
158	How to measure engagement in Twitter: advancing a metric. <i>Internet Research</i> , 2017, 27, 1122-1148.	2.7	45
159	Impact of Entertainment Motivational Drivers on User Acceptance of Online Social Network Banner Advertising: A Gratification Perspective. <i>Zagreb International Review of Economics and Business</i> , 2017, 20, 19-47.	0.2	8
160	Does Social Media Matter? Investigating the Effect of Social Media Features on Consumer Attitudes. <i>Journal of Promotion Management</i> , 2017, 23, 521-539.	2.4	64
161	How do motivations for commitment in online brand communities evolve? The distinction between knowledge- and entertainment-seeking motivations. <i>Computers in Human Behavior</i> , 2017, 77, 326-335.	5.1	15
162	Relationship building through reputation and tribalism on companies' Facebook pages. <i>Internet Research</i> , 2017, 27, 1149-1169.	2.7	30
163	Tweets for tots: using Twitter to promote a charity and its supporters. <i>Journal of Consumer Marketing</i> , 2017, 34, 515-523.	1.2	6
164	Perceived values of branded mobile media, consumer engagement, business-consumer relationship quality and purchase intention: A study of WeChat in China. <i>Public Relations Review</i> , 2017, 43, 945-954.	1.9	81
165	The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand. <i>International Journal of Research in Marketing</i> , 2017, 34, 872-891.	2.4	112
166	Super Bowl Live Tweets. , 2017, , .		2
167	“œClick like if you like it”: the effect of directional posts on social network sites. <i>Online Information Review</i> , 2017, 41, 672-690.	2.2	13

#	ARTICLE	IF	CITATIONS
168	Facebook: a blessing or a curse for grocery stores?. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 1242-1259.	2.7	19
169	Evaluating individual level antecedents and consequences of social media use in Ghana. <i>Technological Forecasting and Social Change</i> , 2017, 123, 68-79.	6.2	45
170	Control mutuality, social media, and organization-public relationships: A study of local animal welfare organizations's donors. <i>Public Relations Review</i> , 2017, 43, 179-189.	1.9	45
171	Understanding Social Media Peer Communication and Organization's Public Relationships. <i>Journalism and Mass Communication Quarterly</i> , 2017, 94, 81-101.	1.4	19
173	How Customers Engage with Brands: A New Framework. , 2017, , 231-243.		1
174	Social media engagement: What motivates user participation and consumption on YouTube?. <i>Computers in Human Behavior</i> , 2017, 66, 236-247.	5.1	609
175	Engaging fans and the community in social media: interaction with institutions of higher education on Facebook. <i>Journal of Marketing for Higher Education</i> , 2017, 27, 112-130.	2.3	56
176	"We" are more likely to endorse than "I": the effects of self-construal and brand symbolism on consumers' online brand endorsements. <i>International Journal of Advertising</i> , 2017, 36, 107-120.	4.2	28
177	Fit for life: A content analysis of fitness tracker brands use of Facebook in social media marketing. <i>Journal of Brand Management</i> , 2017, 24, 49-67.	2.0	48
178	Gender-related differences in brand-related social media content: An empirical investigation. , 2017, , .		2
179	Social media, permanence, and tattooed students: the case for personal, personal branding. <i>Critical Arts</i> , 2017, 31, 1-17.	0.1	3
180	Linking social media marketing activities with brand love. <i>Kybernetes</i> , 2017, 46, 1801-1819.	1.2	46
181	Consumer engagement with brands on social network sites: A cross-cultural comparison of China and the USA. <i>Journal of Marketing Communications</i> , 2017, 23, 2-21.	2.7	132
182	Corporate Facebook posts in the UK and Greece: a content analysis. <i>International Journal of Internet Marketing and Advertising</i> , 2017, 11, 233.	0.1	7
183	Using Message Strategy to Drive Consumer Behavioral Engagement on Social Media. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	2
184	Radicalising the marketing of higher education: learning from student-generated social media data. <i>Journal of Marketing Management</i> , 2017, 33, 742-763.	1.2	34
185	The role of content marketing in social media content communities. <i>South African Journal of Information Management</i> , 2017, 19, .	0.5	27
186	Behind the Stars: The Effects of News Source Ratings on Fake News in Social Media. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	3

#	ARTICLE	IF	CITATIONS
187	How culture shapes user responses to firm-generated content on social media: the role of cultural dimensions of in-group collectivism, indulgence, and masculinity. <i>International Journal of Export Marketing</i> , 2017, 1, 328.	0.1	6
188	Says Who?: How News Presentation Format Influences Perceived Believability and the Engagement Level of Social Media Users. <i>SSRN Electronic Journal</i> , 0, , .	0.4	5
189	Nurturing Online Communities: An Empirical Investigation. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	0
190	Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. <i>Journal of Marketing Communications</i> , 2018, 24, 146-168.	2.7	66
191	Bridging the gap between social media and behavioral brand loyalty. <i>Electronic Commerce Research and Applications</i> , 2018, 28, 208-218.	2.5	64
192	UNDERSTANDING CUSTOMER BRAND ENGAGEMENT WITH VIRTUAL SOCIAL COMMUNITIES: A COMPREHENSIVE MODEL OF DRIVERS, OUTCOMES AND MODERATORS. <i>Journal of Marketing Theory and Practice</i> , 2018, 26, 23-37.	2.6	105
193	Towards the final frontier: using strategic communication activities to engage the latent public as a key stakeholder in a corporate mission. <i>International Journal of Strategic Communication</i> , 2018, 12, 288-307.	0.9	8
194	Brand engagement and search for brands on social media: Comparing Generations X and Y in Portugal. <i>Journal of Retailing and Consumer Services</i> , 2018, 43, 234-241.	5.3	88
195	Social messengers as the new frontier of organization-public engagement: A WeChat study. <i>Public Relations Review</i> , 2018, 44, 419-429.	1.9	48
196	Understanding social media advertising effect on consumers's™ responses. <i>Journal of Enterprise Information Management</i> , 2018, 31, 426-445.	4.4	95
197	Using message strategy to drive consumer behavioral engagement on social media. <i>Journal of Consumer Marketing</i> , 2018, 35, 241-253.	1.2	66
198	Dynamics between social media engagement, firm-generated content, and live and time-shifted TV viewing. <i>Journal of Service Management</i> , 2018, 29, 378-398.	4.4	24
199	The Role of Consumer Affect on Visual Social Networking Sites: How Consumers Build Brand Relationships. <i>Journal of Current Issues and Research in Advertising</i> , 2018, 39, 178-191.	2.8	18
200	Influence of WOM and content type on online engagement in consumption communities. <i>Online Information Review</i> , 2018, 42, 161-175.	2.2	23
201	Content Strategies for Digital Consumer Engagement in Social Networks: Why Advertising Is an Antecedent of Engagement. <i>Journal of Advertising</i> , 2018, 47, 4-23.	4.1	103
202	Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. <i>Journal of Advertising</i> , 2018, 47, 38-54.	4.1	384
203	Exploring Social Media Engagement Behaviors in the Context of Luxury Brands. <i>Journal of Advertising</i> , 2018, 47, 55-69.	4.1	171
204	The impact of Facebook experience on consumers's™ behavioral Brand engagement. <i>Journal of Research in Interactive Marketing</i> , 2018, 12, 164-192.	7.2	49

#	ARTICLE	IF	CITATIONS
205	Individual-level cultural consumer engagement styles. <i>International Marketing Review</i> , 2018, 35, 42-71.	2.2	87
206	A new triadic creative role for advertising industry: a study of creatives' role identity in the rise of social media advertising. <i>Creative Industries Journal</i> , 2018, 11, 137-157.	1.1	11
207	The determinants of stakeholder engagement in digital platforms. <i>Journal of Business Research</i> , 2018, 89, 404-410.	5.8	95
208	Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. <i>International Journal of Information Management</i> , 2018, 39, 169-185.	10.5	398
209	Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. <i>Journal of Business Research</i> , 2018, 85, 175-184.	5.8	175
210	How advertising in offline media drives reach of and engagement with brands on Facebook. <i>International Journal of Advertising</i> , 2018, 37, 785-805.	4.2	20
211	Trust and commitment within a virtual brand community: The mediating role of brand relationship quality. <i>Information and Management</i> , 2018, 55, 939-955.	3.6	109
212	Seeking sincerity, finding forgiveness: YouTube apologies as image repair. <i>Public Relations Review</i> , 2018, 44, 393-406.	1.9	28
215	Reflections on "social media: Influencing customer satisfaction in B2B sales" and a research agenda. <i>Industrial Marketing Management</i> , 2018, 75, 31-36.	3.7	65
216	Starring in your own Snapchat advertisement: Influence of self-brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. <i>Telematics and Informatics</i> , 2018, 35, 1524-1533.	3.5	50
217	Posting-related attributes driving differential engagement behaviors in online travel communities. <i>Telematics and Informatics</i> , 2018, 35, 1263-1276.	3.5	11
218	Social media use by young Latin American consumers: An exploration. <i>Journal of Retailing and Consumer Services</i> , 2018, 43, 10-19.	5.3	64
219	Supporting self-efficacy through interactive discussion in online communities of weight loss. <i>Journal of Health Psychology</i> , 2018, 23, 1309-1320.	1.3	9
220	Engagement-Based Loyalty: The Effects of Social Media Engagement on Customer Loyalty in the Travel Industry. <i>International Journal of Hospitality and Tourism Administration</i> , 2018, 19, 78-94.	1.7	62
221	"Celebrity 2.0 and beyond" Effects of Facebook profile sources on social networking advertising. <i>Computers in Human Behavior</i> , 2018, 79, 154-168.	5.1	57
222	Examining online social brand engagement: A social presence theory perspective. <i>Technological Forecasting and Social Change</i> , 2018, 128, 10-21.	6.2	116
223	#Me and brands: understanding brand-selfie posters on social media. <i>International Journal of Advertising</i> , 2018, 37, 14-28.	4.2	39
224	Why Consumers Like Facebook Brands: The Role of Aspirational Brand Personality in Consumer Behavior. <i>Journal of Promotion Management</i> , 2018, 24, 103-127.	2.4	17

#	ARTICLE	IF	CITATIONS
225	Social media and sports: driving fan engagement with football clubs on Facebook. <i>Journal of Strategic Marketing</i> , 2018, 26, 37-55.	3.7	153
226	A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. <i>Journal of Air Transport Management</i> , 2018, 66, 36-41.	2.4	250
227	Quantifying the long-term effect of social media. <i>International Journal of Internet Marketing and Advertising</i> , 2018, 12, 19.	0.1	5
228	Sustainable Activity of Cultural Service Consumers of Social Media Usersâ€™ Influence on the Brand Capital of Cultural Institutions. <i>Sustainability</i> , 2018, 10, 3986.	1.6	9
229	Post content and its effect on consumer engagement rate in Indian life insurance Facebook brand pages. <i>International Journal of Engineering and Technology(UAE)</i> , 2018, 7, 795.	0.2	2
231	Attractiveness, expertise and closeness: The effect of source credibility of the first lady as political endorser on social media in China. <i>Annual Review of Social Partnerships</i> , 2018, 3, 297-315.	1.2	8
232	Do Memes Really Exist and Influence Users' Behavioural Activities in Social Network? Memetic Content Management Perspectives Based on Decomposition of Digital Visual Content. , 2018, , .		0
233	Impact of Social Networks on Brand Value Based on Customer Behavior Using Structural Equations. <i>International Journal of Customer Relationship Marketing and Management</i> , 2018, 9, 50-67.	0.2	4
234	Examining Electronic Word-Of-Mouth Communication in Social Media Context. , 2018, , .		1
235	The rules of engagement: how to motivate consumers to engage with branded mobile apps. <i>Journal of Marketing Management</i> , 2018, 34, 1196-1226.	1.2	35
236	Improving consumersâ€™ willingness to pay using social media activities. <i>Journal of Services Marketing</i> , 2018, 32, 880-896.	1.7	23
237	A model of the relationships between the Big Five personality traits and the motivations to deliver word-of-mouth online. <i>Psihologija</i> , 2018, 51, 215-227.	0.2	24
238	Appealing to Sense and Sensibility: System 1 and System 2 Interventions for Fake News on Social Media. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
240	Digital visual engagement: influencing purchase intentions on Instagram. <i>Journal of Communication Management</i> , 2018, 22, 362-381.	1.4	64
241	The influence of social media marketing activities on customer loyalty. <i>Benchmarking</i> , 2018, 25, 3882-3905.	2.9	93
242	Communicating corporate social responsibility in a social world: the effects of company-generated and user-generated social media content on CSR attributions and scepticism. <i>Journal of Marketing Management</i> , 2018, 34, 1503-1529.	1.2	43
243	The roles of message appeals and orientation on social media brand communication effectiveness. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 1135-1158.	1.8	51
244	The impact of a firmâ€™s transparent manufacturing practices on women fashion shoppers. <i>Journal of Global Fashion Marketing</i> , 2018, 9, 322-342.	2.4	7

#	ARTICLE	IF	CITATIONS
245	A Consumer-based Taxonomy of Digital Customer Engagement Practices. <i>Journal of Interactive Marketing</i> , 2018, 44, 102-121.	4.3	109
246	User Roles and Contribution Patterns in Online Communities: A Managerial Perspective. <i>SAGE Open</i> , 2018, 8, 215824401879477.	0.8	17
247	Editorial of the Special Issue on Following User Pathways: Key Contributions and Future Directions in Cross-Platform Social Media Research. <i>International Journal of Human-Computer Interaction</i> , 2018, 34, 895-912.	3.3	18
248	Behavioral Implications of International Social Media Advertising: An Investigation of Intervening and Contingency Factors. <i>Journal of International Marketing</i> , 2018, 26, 43-61.	2.5	42
249	The Role of Content Marketing Strategies in Traffic Generation: A Conceptual Model Development. <i>Lecture Notes in Business Information Processing</i> , 2018, , 3-15.	0.8	1
250	DIMENSIONALITY AND EFFECTS OF INFORMATION MOTIVATION ON USERS' ONLINE SOCIAL NETWORK ADVERTISING ACCEPTANCE. <i>RAE Revista De Administracao De Empresas</i> , 2018, 58, 174-187.	0.1	6
251	Impact of Social Media Marketing on Brand Experience: A Study of Select Apparel Brands on Facebook. <i>Vision</i> , 2018, 22, 264-275.	1.5	41
252	Consumer engagement with eWOM on social media: the role of social capital. <i>Online Information Review</i> , 2018, 42, 482-505.	2.2	96
253	One does not simply meme about organizations: Exploring the content creation strategies of user-generated memes on Imgur. <i>Public Relations Review</i> , 2018, 44, 741-751.	1.9	18
254	Let's give them something to talk about: Global brands' use of visual content to drive engagement and build relationships. <i>Public Relations Review</i> , 2018, 44, 342-352.	1.9	62
255	Social presence and digital dialogic communication: engagement lessons from top social CEOs. <i>Journal of Public Relations Research</i> , 2018, 30, 83-99.	1.3	92
256	Connecting young adults to democracy via government social network sites. <i>Public Relations Review</i> , 2018, 44, 762-775.	1.9	21
258	The levers of engagement: an exploration of governance in an online brand community. <i>Journal of Brand Management</i> , 2019, 26, 240-254.	2.0	21
259	The impact of sharing brand messages: How message, sender and receiver characteristics influence brand attitudes and information diffusion on Social Networking Sites. <i>Communications: the European Journal of Communication Research</i> , 2019, 44, 162-184.	0.3	6
260	Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. <i>Journal of Business Research</i> , 2019, 96, 376-385.	5.8	118
261	The Effectiveness of Brand- and Customer-Centric Content Strategies at Generating Shares, "Likes", and Comments. <i>Journal of Promotion Management</i> , 2019, 25, 270-300.	2.4	16
262	Segmenting Brands' Social Network Site (Sns) Consumers: A Four-Country Study. <i>Journal of International Consumer Marketing</i> , 2019, 31, 22-38.	2.3	7
263	Using Information Processing Strategies to Predict Contagion of Social Media Behavior: A Theoretical Model. <i>Advances in Intelligent Systems and Computing</i> , 2019, , 369-378.	0.5	1

#	ARTICLE	IF	CITATIONS
264	Impact of social media apps on producerâ€™ member relations in Chinaâ€™s community supported agriculture. <i>Canadian Journal of Development Studies</i> , 2019, 40, 97-112.	1.7	9
265	The allure of luxury brandsâ€™ social media activities: a uses and gratifications perspective. <i>Information Technology and People</i> , 2019, 32, 603-626.	1.9	58
266	Consumersâ€™ motives for visiting a food retailer's Facebook page. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 379-385.	5.3	28
267	User engagement and gratifications of NSO supporters on Facebook. <i>International Journal of Sports Marketing and Sponsorship</i> , 2019, 20, 61-80.	0.8	13
268	Combating Fake News on Social Media with Source Ratings: The Effects of User and Expert Reputation Ratings. <i>Journal of Management Information Systems</i> , 2019, 36, 931-968.	2.1	163
269	How Do Brands' Facebook Posts Induce Consumers' e-Word-of-Mouth Behavior?. <i>Journal of Advertising Research</i> , 2019, 59, 402-413.	1.0	14
270	Success of Social Media Marketing Efforts in Retaining Sustainable Online Consumers: An Empirical Analysis on the Online Fashion Retail Market. <i>Sustainability</i> , 2019, 11, 3596.	1.6	25
271	Influences of place attachment and social media affordances on online brand community continuance. <i>Information Systems and E-Business Management</i> , 2021, 19, 459-493.	2.2	10
272	Brand Post Analysis and Categorization in Automobileâ€™s Instagram Accounts. , 2019, , .		1
273	Analysing the Engagement and Attitude of Elderly Towards Digital Platforms in India. <i>Journal of Creative Communications</i> , 2019, 14, 214-234.	1.2	11
274	Understanding motivated publics during disasters: Examining message functions, frames, and styles of social media influencers and followers. <i>Journal of Contingencies and Crisis Management</i> , 2019, 27, 387-399.	1.6	29
275	Drivers and outcomes of political candidate image creation: The role of social media marketing. <i>Psychology and Marketing</i> , 2019, 36, 1226-1236.	4.6	14
276	Roles of passengers' engagement memory and two-way communication in the premium price and information cost perceptions of a luxury cruise. <i>Tourism Management Perspectives</i> , 2019, 32, 100559.	3.2	11
277	Effect of E-WOM and Social Media Usage on Purchase Decision in Clothing Industry. , 2019, , .		8
278	The Role of Marketer-Generated Content in Customer Engagement Marketing. <i>Journal of Marketing</i> , 2019, 83, 21-42.	7.0	156
279	Evaluating marketer generated content popularity on brand fan pages â€™ A multilevel modelling approach. <i>Telematics and Informatics</i> , 2019, 44, 101266.	3.5	12
280	The impact of trust and electronic word-of-mouth reviews on purchasing intention. <i>International Journal of Entrepreneurship and Small Business</i> , 2019, 37, 136.	0.2	5
281	When friends recommend: online purchasing behavior of Russian and Dutch people when prompted by recommendations from Facebook friends. <i>Russian Journal of Communication</i> , 2019, 11, 191-203.	0.3	10

#	ARTICLE	IF	CITATIONS
282	Role of Social Media Marketing Activities (SMMA) in Apparel Brands Customer Response: A Moderated Mediation Analysis. <i>Sustainability</i> , 2019, 11, 5167.	1.6	24
284	Complaining practices on social media in tourism: A value co-creation and co-destruction perspective. <i>Tourism Management</i> , 2019, 73, 35-45.	5.8	147
285	The effects of brand hearsay on brand trust and brand attitudes. <i>Journal of Hospitality Marketing and Management</i> , 2019, 28, 765-784.	5.1	28
286	The influence of dialogic engagement and prominence on visual product placement in virtual reality videos. <i>Journal of Business Research</i> , 2019, 100, 493-502.	5.8	40
287	How to quantify social media influencers: An empirical application at the Teatro alla Scala. <i>Heliyon</i> , 2019, 5, e01677.	1.4	19
288	Exploring negative peer communication of companies on social media and its impact on organization-public relationships. <i>Public Relations Review</i> , 2019, 45, 101795.	1.9	16
289	Stabilizing Techniques and Guided Imagery for Traumatized Male Refugees in a German State Registration and Reception Center: A Qualitative Study on a Psychotherapeutic Group Intervention. <i>Journal of Clinical Medicine</i> , 2019, 8, 894.	1.0	12
290	How to grow brand post engagement on Facebook and Twitter for airlines? An empirical investigation of design and content factors. <i>Journal of Air Transport Management</i> , 2019, 79, 101678.	2.4	39
291	From dreaming to believing: a review of consumer engagement behaviours with brands' social media content across the holiday travel process. <i>Journal of Travel and Tourism Marketing</i> , 2019, 36, 679-691.	3.1	17
292	Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building. <i>Journal of Product and Brand Management</i> , 2019, 28, 773-786.	2.6	32
293	Social Media Usage Patterns: Research Note Regarding the Lack of Universal Validated Measures for Active and Passive Use. <i>Social Media and Society</i> , 2019, 5, 205630511984874.	1.5	49
294	How does marketers' and users' content on corporate Facebook fan pages influence brand equity?. <i>Electronic Commerce Research and Applications</i> , 2019, 36, 100867.	2.5	18
295	Employing a dramaturgical lens to the interpretation of brand online social networking. <i>Qualitative Market Research</i> , 2019, 22, 278-300.	1.0	6
296	Process control for monitoring customer engagement. <i>Journal of Marketing Analytics</i> , 2019, 7, 54-63.	2.2	5
297	Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. <i>International Journal of Economics and Business Research</i> , 2019, 17, 243.	0.1	49
298	Consumers' online brand-related activities (COBRAs) on SNS brand pages. <i>European Journal of Marketing</i> , 2019, 53, 1833-1853.	1.7	40
300	Social Globalization and Consumer Life Satisfaction: An Empirical Study in Malaysia. <i>Contributions To Economics</i> , 2019, , 387-409.	0.2	2
301	Decoding User Interaction Dynamics on Facebook Fan Page: A Sentiment Mining Approach. <i>Global Business Review</i> , 2019, , 097215091882507.	1.6	2

#	ARTICLE	IF	CITATIONS
302	Impact of interactive eReferral on tourists behavioral intentions. Marketing Intelligence and Planning, 2019, 37, 527-541.	2.1	19
303	Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach. Vision, 2019, 23, 56-69.	1.5	43
304	Customer Engagement in Theory and Practice. , 2019, , .		9
305	Firmsâ€™ Practices in Customer Engagement Management. , 2019, , 105-134.		0
306	Product Placement in Virtual Reality Videos from the Perspective of Dialogic Engagement. Journal of Interactive Advertising, 0, , 1-42.	3.0	4
307	Unlocking the power of ephemeral content: The roles of motivations, gratification, need for closure, and engagement. Computers in Human Behavior, 2019, 97, 67-74.	5.1	34
309	Social media engagement behavior. European Journal of Marketing, 2019, 53, 2213-2243.	1.7	228
310	Customer Engagement in Social Network Brand Communities: Drivers and Impact on Brand Loyalty. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2019, , 947-956.	0.1	0
311	Brand Communication in Social Media: A Research Agenda. Journal of Advertising, 2019, 48, 14-26.	4.1	184
312	Antecedents of consumersâ€™ engagement with brand-related content on social media. Marketing Intelligence and Planning, 2019, 37, 386-400.	2.1	53
313	Facebookâ€™s power: factors influencing followersâ€™ visit intentions. Spanish Journal of Marketing - ESIC, 2019, 23, 95-117.	2.7	11
314	Why Do Customers Engage?. , 2019, , 81-104.		0
315	An Exploratory Investigation into the Consumer Use of WeChat to Engage with Luxury Fashion Brands. , 2019, , 213-234.		8
316	Assessing hierarchical model of word of mouth in social media: its implication for entrepreneurs. IOP Conference Series: Materials Science and Engineering, 2019, 662, 032024.	0.3	0
317	Overcoming stakeholder social media fatigue: a dialogue approach. Journal of Business Strategy, 2019, 40, 40-48.	0.9	10
318	From power to punishment: consumer empowerment and online complaining behaviors. Internet Research, 2019, 29, 1324-1343.	2.7	14
319	Engaging with TV events on Twitter. Internet Research, 2019, 30, 381-401.	2.7	8
320	Measuring brand-related content in social media: a socialization theory perspective. Information Technology and People, 2019, 33, 1281-1302.	1.9	15

#	ARTICLE	IF	CITATIONS
321	Fashion and social networking: a motivations framework. <i>Journal of Fashion Marketing and Management</i> , 2019, 23, 608-627.	1.5	19
322	What You Post is What You Get: The Mediator Role of Reached Individuals in the Causal Relationship among Posted Content Types and Follower Counts on Facebook. <i>Nase Gospodarstvo</i> , 2019, 65, 57-71.	0.2	0
323	What motivates posting online travel reviews? Integrating gratifications with technological acceptance factors. <i>Tourism and Hospitality Management</i> , 2019, 25, 335-354.	0.5	18
324	Motivations of youth audiences to content creation and dissemination on social network sites. <i>Estudios Sobre El Mensaje Periodistico</i> , 2019, 25, 915-933.	0.3	1
325	Role of Social Media Marketing Activities in Creating University Brand Image and Reputation: The Mediating Role of Customer Value Co-creation Behavior. , 2019, , .		4
327	Consumer brand engagement in social networking sites and its effect on brand loyalty. <i>Cogent Business and Management</i> , 2019, 6, .	1.3	22
328	Usersâ€™ Participation in Facebook Brand Pages and Its Influence on Word-of-Mouth: The Role of Brand Knowledge and Brand Relationship. <i>Journal of Creative Communications</i> , 2019, 14, 177-195.	1.2	8
329	An Examination of Antecedents to Perceived Community Resilience in Disaster Postcrisis Communication. <i>Journalism and Mass Communication Quarterly</i> , 2019, 96, 264-287.	1.4	21
330	Changing realty: altering paths of brand discovery for real estate websites in India. <i>Property Management</i> , 2019, 37, 346-366.	0.4	8
331	Consumers' engagement with social media activation campaigns: Construct conceptualization and scale development. <i>Psychology and Marketing</i> , 2019, 36, 376-394.	4.6	40
332	What motivates users to hashtag on social media?. <i>Psychology and Marketing</i> , 2019, 36, 473-488.	4.6	66
333	The influence of enterprise microblogging on consumer loyalty. <i>Nankai Business Review International</i> , 2019, 10, 259-276.	0.6	3
334	Antecedents of relationship between customer and organization developed through social networking sites. <i>Management Research Review</i> , 2019, 42, 2-24.	1.5	14
335	How does brand-related user-generated content differ across social media? Evidence reloaded. <i>Journal of Business Research</i> , 2019, 96, 322-339.	5.8	63
336	Variations in consumersâ€™ use of brand online social networking: A uses and gratifications approach. <i>Journal of Retailing and Consumer Services</i> , 2019, 51, 450-457.	5.3	49
337	Identity Shift Effects of Self-Presentation and Confirmatory and Disconfirmatory Feedback on Self-Perceptions of Brand Identification. <i>Media Psychology</i> , 2019, 22, 418-444.	2.1	22
338	Managing customer engagement at trade shows. <i>Industrial Marketing Management</i> , 2019, 81, 99-114.	3.7	28
339	Public engagement in product recall announcements: an empirical study on the Chinese automobile industry. <i>Journal of Marketing Communications</i> , 2019, 25, 343-364.	2.7	7

#	ARTICLE	IF	CITATIONS
340	Chatbot e-service and customer satisfaction regarding luxury brands. <i>Journal of Business Research</i> , 2020, 117, 587-595.	5.8	379
341	Stakeholder engagement via social media: an analysis of third-party logistics companies. <i>Service Industries Journal</i> , 2020, 40, 866-889.	5.0	33
342	User engagement for mobile payment service providers – introducing the social media engagement model. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101718.	5.3	71
343	Cultural differences in motivation for consumers'™ online brand-related activities on Facebook. <i>Communications: the European Journal of Communication Research</i> , 2020, 45, 53-73.	0.3	10
344	The role of social media in the co-creation of value in relationship marketing: a multi-domain study. <i>Journal of Strategic Marketing</i> , 2020, 28, 472-493.	3.7	44
345	Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101767.	5.3	141
346	Social media engagement and organic post effectiveness: A roadmap for increasing the effectiveness of social media use in hospitality industry. <i>Journal of Hospitality Marketing and Management</i> , 2020, 29, 1-21.	5.1	63
347	Social media monitoring: What can marketers learn from Facebook brand photos?. <i>Journal of Business Research</i> , 2020, 117, 707-717.	5.8	35
348	Bridging the online offline gap: Assessing the impact of brands'™ social network content quality on brand awareness and purchase intention. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101966.	5.3	100
349	Leveraging employees as spokespeople in your HR strategy: How company-related employee posts on social media can help firms to attract new talent. <i>European Management Journal</i> , 2020, 38, 204-212.	3.1	34
350	An exploratory study on content and style as driving factors facilitating dialogic communication between corporations and publics on social media in China. <i>Public Relations Review</i> , 2020, 46, 101813.	1.9	14
351	User generated content presenting brands on social media increases young adults'™ purchase intention. <i>International Journal of Advertising</i> , 2020, 39, 166-186.	4.2	85
352	–Do human values matter for promoting brands on social media? How social media users' values influence valuable brand-related activities such as sharing, content creation, and reviews–. <i>Journal of Consumer Behaviour</i> , 2020, 19, 13-23.	2.6	32
353	What you Feel, Is what you like Influence of Message Appeals on Customer Engagement on Instagram. <i>Journal of Interactive Marketing</i> , 2020, 49, 20-53.	4.3	148
354	Consumer Engagement with Brand Posts on Social Media in Consecutive Stages of the Customer Journey. <i>International Journal of Electronic Commerce</i> , 2020, 24, 53-77.	1.4	62
355	Examining customer engagement and brand intimacy in social media context. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 102035.	5.3	56
356	Engaging Restaurant Customers on Facebook: The Power of Belongingness Appeals on Social Media. <i>Journal of Hospitality and Tourism Research</i> , 2020, 44, 201-228.	1.8	50
357	The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. <i>Telematics and Informatics</i> , 2020, 46, 101321.	3.5	142

#	ARTICLE	IF	CITATIONS
358	Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. <i>Journal of Product and Brand Management</i> , 2021, 30, 990-1015.	2.6	42
359	Fostering brand's consumer interactions in social media: the role of social media uses and gratifications. <i>Journal of Research in Interactive Marketing</i> , 2020, 14, 337-354.	7.2	82
360	Against the Odds: Consequences of Social Media in B2B and B2C. , 2020, , 163-189.		1
361	Understanding consumers' trust in social media marketing environment. <i>International Journal of Retail and Distribution Management</i> , 2020, 48, 1195-1212.	2.7	43
362	Motives to engage with sports brands on Facebook and Instagram—The case of a Portuguese football club. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 325-349.	0.8	16
363	Fandom, forgiveness and future support: YouTube apologies as crisis communication. <i>Journal of Communication Management</i> , 2020, 24, 1-18.	1.4	8
364	Consumer engagement in social media: scale comparison analysis. <i>Journal of Product and Brand Management</i> , 2020, 29, 491-503.	2.6	31
365	Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions. <i>Journal of Research in Interactive Marketing</i> , 2020, 14, 239-268.	7.2	83
366	How to increase engagement on social media using the honeycomb model. <i>REGE Revista De Gestãõ</i> , 2020, 27, 153-167.	1.0	5
367	An evaluation of social media advertising for Muslim millennial parents. <i>Journal of Islamic Marketing</i> , 2020, 12, 1835-1853.	2.3	12
368	The influence of perceived social media marketing elements on consumer's brand engagement and brand knowledge. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 32, 695-720.	1.8	127
369	Perceived social media marketing activities and consumer-based brand equity. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 33, 53-72.	1.8	74
370	How to inspire customers via social media. <i>Industrial Management and Data Systems</i> , 2020, 120, 1041-1057.	2.2	24
371	Consumer-brand identity and online advertising message elaboration. <i>Journal of Research in Interactive Marketing</i> , 2020, 14, 111-132.	7.2	35
372	How Large Information Technology Companies Use Twitter: Arrangement of Corporate Accounts and Characteristics of Tweets. <i>Journal of Business and Technical Communication</i> , 2020, 34, 364-392.	1.4	19
373	Gender differences in the wearable preferences, device and advertising value perceptions: smartwatches vs. fitness trackers. <i>International Journal of Technology Marketing</i> , 2020, 14, 199.	0.1	8
374	Children's Engagement with Brands: From Social Media Consumption to Brand Preference and Loyalty. <i>Sustainability</i> , 2020, 12, 9337.	1.6	9
375	Impact of social media advertising on millennials buying behaviour. <i>International Journal of Intelligent Enterprise</i> , 2020, 7, 481.	0.1	9

#	ARTICLE	IF	CITATIONS
376	Brand community motives and their impact on brand community engagement: variations between diverse audiences. <i>Management Decision</i> , 2020, ahead-of-print, .	2.2	8
377	Creating, Metavoicing, and Propagating: A Road Map for Understanding User Roles in Computational Advertising. <i>Journal of Advertising</i> , 2020, 49, 394-410.	4.1	21
378	From Purchasing Exposure to Fostering Engagement: Brandâ€™Consumer Experiences in the Emerging Computational Advertising Landscape. <i>Journal of Advertising</i> , 2020, 49, 428-445.	4.1	38
379	Looking into the Islamic banking sector in Palestine: do religious values influence active social media engagement behavior?. <i>Journal of Islamic Marketing</i> , 2020, 12, 1801-1819.	2.3	3
380	Building relationships through customer engagement in Facebook brand pages. <i>Marketing Intelligence and Planning</i> , 2020, 38, 713-729.	2.1	26
381	Investigating the effect of social endorsement on customer brand relationships by using statistical analysis and fuzzy set qualitative comparative analysis (fsQCA). <i>Computers in Human Behavior</i> , 2020, 113, 106499.	5.1	27
382	Building brand loyalty and endorsement with brand pages: integration of the lens of affordance and customer-dominant logic. <i>Information Technology and People</i> , 2020, 34, 731-769.	1.9	27
383	Utilization and effectiveness of social media message strategy: how B2B brands differ from B2C brands. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 721-740.	1.8	26
384	Uncovering the role of social motivational factors as a tool for enhancing brand-related content. <i>Qualitative Market Research</i> , 2020, 23, 287-307.	1.0	10
385	Motivations of employees' communicative behaviors on social media. <i>Internet Research</i> , 2020, 30, 971-994.	2.7	15
386	Appealing to Sense and Sensibility: System 1 and System 2 Interventions for Fake News on Social Media. <i>Information Systems Research</i> , 2020, 31, 987-1006.	2.2	69
387	The Impact of Social Media on the Brand Capital of Famous People. <i>Sustainability</i> , 2020, 12, 6414.	1.6	5
388	Introducing a Model of Automated Brand-Generated Content in an Era of Computational Advertising. <i>Journal of Advertising</i> , 2020, 49, 411-427.	4.1	25
389	The Role of Travel Motivations and Social Media Use in Consumer Interactive Behaviour: A Uses and Gratifications Perspective. <i>Sustainability</i> , 2020, 12, 8789.	1.6	16
390	Motivations to use social media: effects on the perceived informativeness, entertainment, and intrusiveness of paid mobile advertising. <i>Journal of Marketing Management</i> , 2020, 36, 1527-1555.	1.2	16
391	Social media brand engagement in the context of collaborative consumption: the case of AIRBNB. <i>Journal of Brand Management</i> , 2020, 27, 645-661.	2.0	34
392	Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. <i>Cogent Business and Management</i> , 2020, 7, 1787733.	1.3	15
393	From the Employee Perspective: Organizationsâ€™ Administration of Internal Social Media and the Relationship between Social Media Engagement and Relationship Cultivation. <i>International Journal of Business Communication</i> , 2023, 60, 375-402.	1.4	10

#	ARTICLE	IF	CITATIONS
394	Users' brand page participation: a new construct to measure participation on social networking sites. <i>International Journal of Internet Marketing and Advertising</i> , 2020, 14, 135.	0.1	0
395	A Schema-based Perspective to Understanding Hotel Social Media Content Strategy. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , 2022, 23, 56-88.	1.7	6
396	Dialogorientierte Unternehmenskommunikation in den sozialen Medien. <i>Organisationskommunikation</i> , 2020, , .	0.1	3
397	A multidimensional role of social media as marketing tool: a review of literature. <i>International Journal of Technology Transfer and Commercialisation</i> , 2020, 17, 265.	0.2	0
398	Beyond liking. , 2020, , 291-312.		2
399	Youngsters and WMAs (WeChat Moments Advertisement): Do We Need the English Language in WMAs?. <i>SAGE Open</i> , 2020, 10, 215824402092284.	0.8	4
400	An Empirical Study on Determining the Effectiveness of Social Media Advertising. <i>International Journal of E-Business Research</i> , 2020, 16, 47-68.	0.7	15
401	Examining the efficacy of brand social media communication: a consumer perspective. <i>Journal of Marketing Theory and Practice</i> , 2020, 28, 373-386.	2.6	22
402	See now, act now: How to interact with customers to enhance social commerce engagement?. <i>Information and Management</i> , 2020, 57, 103324.	3.6	137
403	When Relationships Meet Situations: Exploring the Antecedents of Employee Communication Behaviors on Social Media. <i>Social Science Computer Review</i> , 2022, 40, 77-94.	2.6	6
404	Bridging the gap between brand gender and brand loyalty on social media: exploring the mediating effects. <i>Journal of Marketing Management</i> , 2020, 36, 1125-1152.	1.2	17
405	Exploring the need for stakeholders' engagement through social networking sites to build the reputation of higher education organisations. <i>Higher Education Quarterly</i> , 2020, 74, 442-457.	1.8	9
406	Intensive WOM-behavior in the healthcare sector – the case of an Austrian hospital’s Facebook site. <i>International Review on Public and Nonprofit Marketing</i> , 2020, 17, 331-352.	1.3	5
407	Caregivers’ Experience of Caring for a Family Member with Alzheimer’s Disease: A Content Analysis of Longitudinal Social Media Communication. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 4412.	1.2	15
408	Internet users’ attitudes towards social media advertisements: The role of advertisement design and users’ motives. <i>Management Science Letters</i> , 2020, , 2361-2370.	0.8	17
409	Motivations to Use Different Social Media Types and Their Impact on Consumers' Online Brand-Related Activities (COBRAs). <i>Journal of Interactive Marketing</i> , 2020, 52, 79-98.	4.3	91
410	Effects of Brand Name versus Empowerment Advertising Campaign Hashtags in Branded Instagram Posts of Luxury versus Mass-Market Brands. <i>Journal of Interactive Advertising</i> , 2020, 20, 95-110.	3.0	17
411	Social media usage in container shipping companies: Analysis of Facebook messages. <i>Research in Transportation Business and Management</i> , 2020, 34, 100454.	1.6	13

#	ARTICLE	IF	CITATIONS
412	To Diversify or Not? Uncovering the Effects of Identification and Media Engagement on Franchise Loyalty in eSports. <i>JMM International Journal on Media Management</i> , 2020, 22, 49-66.	0.4	10
413	Understanding drivers and outcomes of lurking vs. posting engagement behaviours in social media-based brand communities. <i>Journal of Marketing Management</i> , 2020, 36, 660-681.	1.2	38
414	Examining the effects of internal social media usage on employee engagement. <i>Public Relations Review</i> , 2020, 46, 101880.	1.9	65
415	Romancing the Brands on Social Media. <i>Global Business Review</i> , 2020, , 097215091986608.	1.6	6
416	A trip down memory lane: Antecedents and outcomes of adâ€evoked nostalgia on Facebook. <i>Journal of Consumer Behaviour</i> , 2020, 19, 314.	2.6	5
417	The Impact of Social Media Marketing on Brand Trust and Brand Loyalty. <i>International Journal of Online Marketing</i> , 2020, 10, 15-31.	0.9	22
418	The Use of Computer Vision to Analyze Brand-Related User Generated Image Content. <i>Journal of Interactive Marketing</i> , 2020, 50, 156-167.	4.3	34
419	Customersâ€™ motivation to engage with luxury brands on social media. <i>Journal of Business Research</i> , 2020, 112, 223-235.	5.8	137
420	Intellectual structure and publication pattern in <i>International Journal of Advertising</i>: a bibliometric analysis during 1982â€“2019. <i>International Journal of Advertising</i> , 2021, 40, 148-174.	4.2	26
421	Role of brand experience and brand affect in creating brand engagement: a case of higher education institutions (HEIs). <i>Journal of Marketing for Higher Education</i> , 2021, 31, 107-135.	2.3	12
422	What do people â€œlikeâ€ on Facebook? Content marketing strategies used by retail bank brands in Australia and Singapore. <i>Australasian Marketing Journal</i> , 2021, 29, 155-176.	3.5	16
423	Understanding consumersâ€™ social media engagement behaviour: An examination of the moderation effect of social media context. <i>Journal of Business Research</i> , 2021, 122, 835-846.	5.8	127
424	Informing, Reinforcing, and Referencing: Chinese Male Consumersâ€™ Interpretation of Luxury Advertising and Luxury Brandsâ€™ Presence on Chinese Social Media. <i>Journal of Global Marketing</i> , 2021, 34, 38-55.	2.0	9
425	Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 51-70.	7.2	240
426	Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. <i>International Journal of Advertising</i> , 2021, 40, 376-402.	4.2	62
427	Why do citizens participate on government social media accounts during crises? A civic voluntarism perspective. <i>Information and Management</i> , 2021, 58, 103286.	3.6	50
428	Influencing COBRAs: the effects of brand equity on the consumerâ€™s propensity to engage with brand-related content on social media. <i>Journal of Strategic Marketing</i> , 2021, 29, 1-23.	3.7	37
429	Examining the impact of luxury brand's social media marketing on customer engagementâ€: Using big data analytics and natural language processing. <i>Journal of Business Research</i> , 2021, 125, 815-826.	5.8	197

#	ARTICLE	IF	CITATIONS
430	An Examination of Michigan State University's Image Repair via Facebook and the Public Response Following the Larry Nassar Scandal. <i>Communication and Sport</i> , 2021, 9, 128-149.	1.6	8
431	The differential effects of trusting beliefs on social media users' willingness to adopt and share health knowledge. <i>Information Processing and Management</i> , 2021, 58, 102413.	5.4	45
432	Self-presentation and interactivity: luxury branding on social media. <i>Journal of Product and Brand Management</i> , 2021, 30, 656-670.	2.6	12
433	The Influence of Social Media Marketing on Consumers' Purchase Decision: Investigating the Effects of Local and Nonlocal Brands. <i>Journal of International Consumer Marketing</i> , 2021, 33, 350-367.	2.3	16
434	Snapping and chatting away: Consumer motivations for and outcomes of interacting with Snapchat AR ad lens. <i>Telematics and Informatics</i> , 2021, 57, 101514.	3.5	10
435	Company versus consumer performance: does brand community identification foster brand loyalty and the consumer's personal brand?. <i>Journal of Brand Management</i> , 2021, 28, 8-31.	2.0	23
436	The power of engagement: Understanding active social media engagement and the impact on sales in the hospitality industry. <i>Journal of Hospitality and Tourism Management</i> , 2021, 46, 83-95.	3.5	32
437	Mediating role of guest's attitude toward the impact of UGC benefits on purchase intention of restaurants; Extending social action and control theories. <i>Journal of Foodservice Business Research</i> , 2021, 24, 249-273.	1.3	4
438	The role of facial expression and tie strength in sender presence effects on consumers' brand responses towards visual brand-related user generated content. <i>Computers in Human Behavior</i> , 2021, 117, 106628.	5.1	10
439	Modeling consumer engagement on social networking sites: Roles of attitudinal and motivational factors. <i>Journal of Retailing and Consumer Services</i> , 2021, 59, 102348.	5.3	33
440	The influence of social media usage, self-image congruity and self-esteem on conspicuous online consumption among millennials. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 1255-1269.	1.8	18
441	Driving healthcare wearable technology adoption for Generation Z consumers in Hong Kong. <i>Young Consumers</i> , 2021, 22, 10-27.	2.3	36
442	The impact of social executives on firms' mergers and acquisitions strategies: A difference-in-differences analysis. <i>Journal of Business Research</i> , 2021, 123, 343-354.	5.8	17
443	Understanding Social Research Networking Sites. , 2021, , .		0
444	Developing <sc>UGC</sc> social brand engagement model: Insights from diverse consumers. <i>Journal of Consumer Behaviour</i> , 2021, 20, 426-439.	2.6	23
445	Driving COBRAs: the power of social media marketing. <i>Marketing Intelligence and Planning</i> , 2021, 39, 361-376.	2.1	36
446	The Role of Social Media Content Format and Platform in Users' Engagement Behavior. <i>Journal of Interactive Marketing</i> , 2021, 53, 47-65.	4.3	173
447	Spot-On Creativity: Creativity Biases and Their Differential Effects on Consumer Responses in (Non-)Real-Time Marketing. <i>Journal of Interactive Marketing</i> , 2021, 53, 15-31.	4.3	20

#	ARTICLE	IF	CITATIONS
448	Exploring consumerâ€™brand engagement: a holistic framework. <i>European Business Review</i> , 2021, 33, .	1.9	19
449	Predicting Consumer Avoidance of Native Advertising on Social Networking Sites: A Survey of Facebook Users. <i>Journal of Promotion Management</i> , 2021, 27, 1-26.	2.4	19
450	Eliciting brand-related social media engagement: A conditional inference tree framework. <i>Journal of Business Research</i> , 2021, 130, 594-602.	5.8	47
451	Global social networking sites and global identity: A three-country study. <i>Journal of Business Research</i> , 2021, 130, 482-492.	5.8	16
452	Consumersâ€™™ Motives for Visiting Social Media Brand Pages and Social Media Advertisements. <i>Springer Proceedings in Business and Economics</i> , 2021, , 493-507.	0.3	0
453	Meme Tourism: A Conceptual Framework. , 2021, , 328-333.		3
454	A New Customer Brand Engagement Framework in Social Media. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 161-183.	0.7	0
455	Social Media Advertising Influence on Users' Responses. <i>International Journal of Online Marketing</i> , 2021, 11, 1-13.	0.9	4
456	Creating Consumer-Based Brand Equity With Social Media Content Marketing. , 2021, , 1233-1255.		1
457	Mapping methods of research on consumer engagement with brands on social media: A literature review. <i>Methodological Innovations</i> , 2021, 14, 205979912098538.	0.5	7
458	The Role of Customer Engagement in the COVID-19 Era. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 91-116.	0.7	5
459	Information Characteristics on Instagram and Viewer Behavior. , 2021, , 322-327.		1
460	Advertising Format Evolution in Fashion Brandsâ€™™ Communication: Contagious Case Study 2010â€™2020. , 2021, , 103-115.		1
461	Engagement in social networks: a multi-method study in non-profits organizations. <i>International Review on Public and Nonprofit Marketing</i> , 2021, 18, 295-315.	1.3	4
462	Social Media Influencers in CSR Endorsement: The Effect of Consumer Mimicry on CSR Behaviors and Consumer Relationships. <i>Social Science Computer Review</i> , 0, , 089443932098718.	2.6	23
463	How to Engage Consumers through Effective Social Media Useâ€™™ Guidelines for Consumer Goods Companies from an Emerging Market. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 768-790.	3.1	23
464	eWOM en los tiempos de la COVID-19: un anÃ¡lisis empÃ©rico de marcas colombianas en Facebook. <i>Estudios Gerenciales</i> , 0, , 28-36.	0.5	0
465	Thumbs down on â€™likesâ€™? The impact of Facebook reactions on online consumersâ€™™ nonprofit engagement behavior. <i>International Review on Public and Nonprofit Marketing</i> , 2021, 18, 255-272.	1.3	5

#	ARTICLE	IF	CITATIONS
466	Social Media Engagement Through Video Advertising: Informativeness and Self Brand Connection as Predictors. <i>Advances in Intelligent Systems and Computing</i> , 2021, , 249-260.	0.5	3
467	Exploring Antecedents to Adopt Mobile Augmented Reality Applications. <i>Advances in Systems Analysis, Software Engineering, and High Performance Computing Book Series</i> , 2021, , 285-303.	0.5	1
468	Customer experience with the branded content: a social media perspective. <i>Online Information Review</i> , 2021, 45, 964-982.	2.2	17
469	The Effect of Macrocelebrity and Microinfluencer Endorsements on Consumerâ€“brand Engagement in Instagram. , 2021, , 131-143.		26
470	Interactions between emotional and cognitive engagement with science on YouTube. <i>Public Understanding of Science</i> , 2021, 30, 759-776.	1.6	24
472	The participatory turn in museums: The online facet. <i>Poetics</i> , 2021, 89, 101536.	0.6	9
473	INFLUENCE OF SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF MOUTH AND CONSUMER ENGAGEMENT TO BRAND LOYALTY IN INDONESIA GRAB COMPANY. <i>International Journal of Business and Social Science Research</i> , 0, , 16-26.	0.0	2
474	Sustainable Destination Marketing Ecosystem through Smartphone-Based Social Media: The Consumersâ€™ Acceptance Perspective. <i>Sustainability</i> , 2021, 13, 2308.	1.6	35
475	Charting the path forward for the International Journal of Advertising. <i>International Journal of Advertising</i> , 2021, 40, 145-147.	4.2	1
476	A Social Media Mining and Ensemble Learning Model: Application to Luxury and Fast Fashion Brands. <i>Information (Switzerland)</i> , 2021, 12, 149.	1.7	0
477	The role of social media elements in driving co-creation and engagement. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 1994-2018.	1.8	39
478	Brand-Related User-Generated Content in Simulation Video Games: Qualitative Research Among Polish Players. <i>Central European Management Journal</i> , 2021, 29, 61-87.	0.6	3
479	CSR communication on Facebook: attitude towards the company and intention to share. <i>International Journal of Contemporary Hospitality Management</i> , 2021, 33, 1391-1411.	5.3	10
480	Social Shopping: Implications for Store Retailing. , 2021, , 113-128.		0
481	FelhasznÃ¡lÃ¡si tapasztalatok EmmÃ¡val, a vÃ¡jsÃ¡rlÃ¡si asszisztens chatbottal. <i>VezetÃ©studomÃ¡ny / Budapest Management Review</i> , 2021, 52, 29-39.	0.1	0
482	Prediction of customer engagement behaviour response to marketing posts based on machine learning. <i>Connection Science</i> , 2021, 33, 891-910.	1.8	16
483	Hang with Meâ€“Exploring Fandom, Brandom, and the Experiences and Motivations for Value Co-Creation in a Music Fan Community. <i>International Journal of Music Business Research</i> , 2021, 10, 17-31.	0.6	3
484	How less congruent new products drive brand engagement: The role of curiosity. <i>Journal of Business Research</i> , 2021, 127, 13-24.	5.8	22

#	ARTICLE	IF	CITATIONS
485	Why do consumers engage in online brand communities and why should brands care?. Journal of Consumer Marketing, 2021, 38, 353-363.	1.2	8
486	The role of customer engagement in cultivating relationships with automotive Facebook brand pages. Online Information Review, 2021, 45, 1362-1380.	2.2	8
487	Study of Consumer Brand Following Intention on Instagram. International Journal of Online Marketing, 2021, 11, 32-51.	0.9	5
488	From social capital to consumer engagement: the mediating role of consumer e-empowerment. Journal of Research in Interactive Marketing, 2021, 15, 316-335.	7.2	29
489	To post or not to post? Exploring the motivations behind brand-related engagement types on social networking sites. Internet Research, 2021, 31, 1849-1873.	2.7	13
490	Are you engaged? The influence of brand schematicity on online brand engagement and brand purchase. Journal of Research in Interactive Marketing, 2021, ahead-of-print, .	7.2	13
491	Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. Journal of Research in Interactive Marketing, 2021, 15, 336-358.	7.2	37
492	Online travel review posting intentions: a social exchange theory perspective. Leisure/ Loisir, 2021, 45, 603-633.	0.6	8
493	Non-sponsored brand-related user-generated content: effects and mechanisms of consumer engagement. Journal of Product and Brand Management, 2022, 31, 163-174.	2.6	9
494	Exploring COBRAs, its antecedents and consequences in the context of banking brands. International Journal of Bank Marketing, 2021, 39, 900-921.	3.6	8
495	Customer engagement on social media, brand equity and financial performance: a comparison of the US and Korea. Asia Pacific Journal of Marketing and Logistics, 2022, 34, 454-474.	1.8	11
496	WeChatting for Health: What Motivates Older Adult Engagement with Health Information. Healthcare (Switzerland), 2021, 9, 751.	1.0	14
497	Black Lives Matter Coverage: How Protest News Frames and Attitudinal Change Affect Social Media Engagement. Digital Journalism, 2022, 10, 626-646.	2.5	17
498	Understanding the social consumer fashion brand engagement journey: insights about reputed fashion brands. Journal of Brand Management, 2021, 28, 510-525.	2.0	13
499	Fifteen years of customer engagement research: a bibliometric and network analysis. Journal of Product and Brand Management, 2022, 31, 293-309.	2.6	73
500	Influencer marketing in China: The roles of parasocial identification, consumer engagement, and inferences of manipulative intent. Journal of Consumer Behaviour, 2021, 20, 1436-1448.	2.6	19
501	Consumer engagement behavior perspective in social media: Mediating role and impact on brand equity. Journal of Eastern European and Central Asian Research, 2021, 8, 160-170.	0.6	6
502	(Dis)Innovative digital strategy in professional sport: examining sponsor leveraging through social media. International Journal of Sports Marketing and Sponsorship, 2022, 23, 934-949.	0.8	7

#	ARTICLE	IF	CITATIONS
503	How event information is trusted and shared on social media: a uses and gratification perspective. <i>Journal of Travel and Tourism Marketing</i> , 2021, 38, 444-460.	3.1	17
504	Video Advertising: Connection and differences between consumers?. <i>Journal of Digital Science</i> , 2021, 3, 14-25.	0.6	1
505	Social Advertising Effectiveness in Driving Action: A Study of Positive, Negative and Coactive Appeals on Social Media. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 5954.	1.2	10
506	Digital Transformation of Marketing Strategies during a Pandemic: Evidence from an Emerging Economy during COVID-19. <i>Sustainability</i> , 2021, 13, 6735.	1.6	37
507	Investigating the nexus between the types of advertising messages and customer engagement: Do customer involvement and generations matter?. <i>Journal of Innovations in Digital Marketing</i> , 2021, 2, 1-13.	0.3	8
508	The Impact of Artificial Intelligence on Branding. <i>Journal of Global Information Management</i> , 2021, 29, 221-246.	1.4	38
509	The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions. <i>Journal of Retailing and Consumer Services</i> , 2021, 61, 102574.	5.3	58
510	Social Media Influencer Effects on CSR Communication: The Role of Influencer Leadership in Opinion and Taste. <i>International Journal of Business Communication</i> , 2024, 61, 336-359.	1.4	6
511	Persuasive linguistic tricks in social media marketing communicationâ€”The memetic approach. <i>PLoS ONE</i> , 2021, 16, e0253983.	1.1	0
512	Trajectory and Research Opportunities on Consumer Brand Engagement in Social Networking Sites. <i>Journal of Internet Commerce</i> , 2021, 20, 479-507.	3.5	5
513	â€œWhat drives loyal fans of brand pages to take action? The effects of self-expansion and flow on loyal page fansâ€™ sharing and creation activitiesâ€• <i>Journal of Brand Management</i> , 2021, 28, 559-577.	2.0	4
514	Brand loyalty in online brand communities in Malaysia: A Uses and Gratifications perspective. <i>Rivista Di Filologia Classica</i> , 2021, 1, 2-21.	0.2	0
515	Effect of Social Media Marketing and eWOM on Willingness to Pay in the Etailing: Mediating Role of Brand Equity and Brand Identity. <i>Business Perspectives and Research</i> , 2022, 10, 327-343.	1.6	12
516	Engaging consumers through firm-generated content on Instagram. <i>Spanish Journal of Marketing - ESIC</i> , 2021, 25, 355-373.	2.7	9
517	Keep the Fire Burning: Exploring the Hierarchies of Music Fandom and the Motivations of Superfans. <i>Media and Communication</i> , 2021, 9, 123-132.	1.1	6
518	Factors Driving Social Media Engagement on Instagram: Evidence from an Emerging Market. <i>Journal of Global Marketing</i> , 2022, 35, 169-191.	2.0	12
519	How do digital natives perceive and react toward online advertising? Implications for SMEs. <i>Journal of Strategic Marketing</i> , 0, , 1-35.	3.7	59
520	Conceptualising and measuring social media engagement: A systematic literature review. <i>Italian Journal of Marketing</i> , 2021, 2021, 267-292.	1.5	30

#	ARTICLE	IF	CITATIONS
521	How Social Media Marketing Activities (SMMA) and Brand Equity Affect the Customer's Response: Does Overall Flow Moderate It?. <i>Journal of Internet Commerce</i> , 2022, 21, 160-182.	3.5	8
522	Brand avatars: impact of social interaction on consumerâ€™brand relationships. <i>Journal of Research in Interactive Marketing</i> , 2022, 16, 237-258.	7.2	25
523	A Systematic Review of Social Media Integration to Teach Speaking. <i>Sustainability</i> , 2021, 13, 9047.	1.6	15
524	Moving beyond the content: The role of contextual cues in the effectiveness of gamification of advertising. <i>Journal of Business Research</i> , 2021, 132, 88-101.	5.8	30
525	Factors Influencing Engagement in Fashion Brandsâ€™ Instagram Posts. <i>Fashion Practice</i> , 2022, 14, 99-123.	0.4	12
526	Why are consumers following social media influencers on Instagram? Exploration of consumersâ€™ motives for following influencers and the role of materialism. <i>International Journal of Advertising</i> , 2022, 41, 78-100.	4.2	78
527	Factors influencing TikTok engagement behaviors in China: An examination of gratifications sought, narcissism, and the Big Five personality traits. <i>Telecommunications Policy</i> , 2021, 45, 102172.	2.6	74
528	Fostering Consumerâ€™Brand Relationships through social media brand communities. <i>Journal of Marketing Communications</i> , 2022, 28, 768-798.	2.7	18
529	Conspicuous consumption of luxury experiences: an experimental investigation of status perceptions on social media. <i>Journal of Product and Brand Management</i> , 2022, 31, 454-468.	2.6	18
530	Personal information disclosure on social networking sites. <i>Psychology and Marketing</i> , 2022, 39, 294-308.	4.6	15
531	Pandemic pains to Instagram gains! COVID-19 perceptions effects on behaviours towards fashion brands on Instagram in Sub-Saharan Africa: Tech-native vs non-native generations. <i>Journal of Marketing Communications</i> , 2022, 28, 864-888.	2.7	20
532	Investigating the impact of digital influencers on consumer decision-making and content outreach: using dual AISAS model. <i>Economic Research-Ekonomiska Istrazivanja</i> , 2022, 35, 1183-1210.	2.6	15
533	Sponsored consumer-generated advertising in the digital era: what prompts individuals to generate video ads, and what creative strategies do they adopt?. <i>International Journal of Advertising</i> , 2022, 41, 623-654.	4.2	1
534	Chinese entrepreneursâ€™ experience of social media marketing: perception, strategy and challenge. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2021, 23, 365-386.	0.7	7
535	The Common Values of Social Media Marketing and Luxury Brands. The Millennials and Generation Z Perspective. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 2532-2553.	3.1	17
536	Mining brand value propositions on Twitter: exploring the link between marketer-generated content and eWOM outcomes. <i>Social Network Analysis and Mining</i> , 2021, 11, 1.	1.9	6
537	Human Papillomavirus Vaccination and Social Media: Results in a Trial With Mothers of Daughters Aged 14â€“17. <i>Frontiers in Digital Health</i> , 2021, 3, 683034.	1.5	11
538	Social media influencers, product placement and network engagement: using AI image analysis to empirically test relationships. <i>Industrial Management and Data Systems</i> , 2021, 121, 2387-2410.	2.2	17

#	ARTICLE	IF	CITATIONS
539	Let's Give Them Something to Talk About: Which Social Media Engagements Predict Purchase Frequency?. <i>Journal of Interactive Marketing</i> , 2021, 56, 83-95.	4.3	8
540	Employee engagement and best practices of internal public relations to harvest job performance in organizations. <i>Problems and Perspectives in Management</i> , 2021, 19, 408-420.	0.5	2
541	Branded Content Experience in Social Media: Conceptualization, Scale Development, and Validation. <i>Journal of Interactive Marketing</i> , 2021, 56, 106-120.	4.3	13
542	The social network antecedents to consumer engagement: revealing how consumers' conversations influence online engagement behaviors. <i>Corporate Communications</i> , 2022, 27, 226-244.	1.1	4
543	Efecto del uso de modelos en publicaciones online sobre la generaci3n Electronic Word-of-Mouth. <i>Kepes</i> , 2021, 18, 375-400.	0.1	0
544	The future of advertising research: new directions and research needs. <i>Journal of Marketing Theory and Practice</i> , 2021, 29, 51-62.	2.6	25
545	Exploring the Relationship Between Social Media and Social Influence. , 2021, , 934-953.		0
546	The mediating role of Customer Engagement in the relationship between Content Marketing and Electronic Word of Mouth: A case of online food ordering and delivery applications in Egypt. , 2021, 7, 221-252.	0.0	1
547	Customer engagement and performance in social media: a managerial perspective. <i>Electronic Markets</i> , 0, , 1.	4.4	9
548	User Responses Towards Augmented Reality Face Filters: Implications for Social Media and Brands. <i>Progress in IS</i> , 2021, , 29-42.	0.5	10
549	Managing Brands in a Converging Media Environment. , 2013, , 135-160.		9
550	Who "Likes" Brands? Exploring the Characteristics of Brand Fans on Facebook. <i>Diabetes Therapy</i> , 2013, , 43-54.	1.2	4
551	Managing Brands in the Age of DIY-Branding: The COBRA approach. , 2016, , 1-20.		3
552	Social Media DNA: How Brand Characteristics Shape COBRAs. , 2012, , 121-135.		7
553	Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. <i>Australasian Marketing Journal</i> , 2021, 29, 118-131.	3.5	67
554	The Influence of Social Media: Twitter Usage Pattern during the 2014 Super Bowl Game. <i>International Journal of Multimedia and Ubiquitous Engineering</i> , 2015, 10, 109-118.	0.3	8
555	Antecedents and Consequences Influencing the Discrepancy between Actual-Self and Self on SNS. <i>Journal of Consumption Culture</i> , 2015, 18, 25-44.	0.1	1
556	Hedonic and Utilitarian Drivers of Customer Engagement. <i>Central European Business Review</i> , 2019, 7, 15-33.	0.9	13

#	ARTICLE	IF	CITATIONS
557	The Role of Demographic Factors in Consumer Perception of Value from Brand Communication on Facebook. <i>Central European Business Review</i> , 2020, 9, 56-73.	0.9	4
558	The Millennials Luxury Brand Engagement on Social Media: A Comparative Study of Brazilians and Italians. <i>Internext</i> , 2018, 14, 14-30.	0.0	3
559	The Impact of Social Media on Consumer Buying Intention. <i>Journal of International Business Research and Marketing</i> , 2017, 3, 7-13.	0.2	30
560	Reinventing Personal Branding Building a Personal Brand through Content on YouTube. <i>Journal of International Business Research and Marketing</i> , 2017, 3, 29-35.	0.2	20
561	Uses and Gratifications of YouTube: A Comparative Analysis of Users and Content Creators. <i>Romanian Journal of Communication and Public Relations</i> , 2020, 22, 75-89.	0.4	7
562	Are Social Networks Sufficiently Used in Companies? Case Study in the Czech Republic. <i>Sustainability</i> , 2020, 12, 1160.	1.6	1
563	THE EFFECT OF CUSTOMER EMPOWERMENT AND CUSTOMER ENGAGEMENT ON MARKETING PERFORMANCE: THE MEDIATING EFFECT OF BRAND COMMUNITY MEMBERSHIP. <i>Business: Theory and Practice</i> , 2020, 21, 30-38.	0.8	40
564	A Conceptual Framework for Determining Brand Attitude and Brand Equity through Text Analytics of Social Media Behavior. , 2015, , 1393-1405.		2
565	Gamification and Social Media as Tools for Tourism Promotion. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 17-51.	0.7	5
566	The Role of Social Media in International Advertising. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 171-196.	0.7	27
567	The Effects of Fan Personality on Participation in Social Media Based Brand Community. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 155-177.	0.7	1
568	<i>Social Media Marketing</i> . , 2016, , 2144-2158.		9
569	The Dynamics of Social Media Marketing Content and Customer Retention. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2019, , 1-21.	0.7	2
570	Exploring the Relationship Between Social Media and Social Influence. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2019, , 83-103.	0.7	8
571	Conspicuous Consumption via Social Media. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 60-80.	0.7	1
572	Engaging Young Voters in the Political Process. <i>Advances in Public Policy and Administration</i> , 2020, , 89-112.	0.1	1
573	The Influence of Social Media Marketing on Consumersâ€™ Purchase Decision: Investigating the Effects of Local and Nonlocal Brands. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
574	Determinants of Consumer Perceived Trustworthiness in Digital Advertising of Food and Beverage. <i>International Journal of Academic Research in Business and Social Sciences</i> , 2021, 11, .	0.0	0

#	ARTICLE	IF	CITATIONS
575	Mavens at Work: Brand Commitment and the Moderating Role of Market Mavens on Social Media Engagement. <i>Journal of Promotion Management</i> , 2022, 28, 261-287.	2.4	3
576	Effects of content characteristics on stages of customer engagement in social media: investigating European wine brands. <i>Journal of Research in Interactive Marketing</i> , 2022, 16, 615-632.	7.2	7
577	Effective Communication for Water Resilient Communities: A Conceptual Framework. <i>Water (Switzerland)</i> , 2021, 13, 2880.	1.2	4
578	Branding Co-Creation with Consumer-Generated Advertising: Effect on Creators and Observers. <i>Journal of Advertising</i> , 2023, 52, 5-23.	4.1	4
579	Medienmanagement im Marketing-Mix. , 2014, , 15-133.		0
580	Leveraging the Benefits of Fan Page. <i>International Journal of Business Data Communications and Networking</i> , 2014, 10, 17-45.	1.2	1
581	Social media and tourism. The analysis of selected current and future research trends. <i>Zeszyty Naukowe Uniwersytetu Szczecińskiego Service Management</i> , 2015, 16, 153-160.	0.2	1
582	Werttreiber Fanpage-Engagement: Erfolgsfaktoren zur Integration von Markenfans. , 2015, , 701-725.		0
583	Social Media in B2B-Unternehmen: Einsatzpotenziale in Marketing und Vertrieb. , 2016, , 413-436.		2
584	Engaging your Global Social Media Audience. <i>Advances in E-Business Research Series</i> , 2016, , 206-228.	0.2	0
585	Social Media Brand Management. , 2016, , 2109-2120.		0
586	Analyzing the Use of Social Networks Sites in the Purchasing Decision Process. , 2016, , 1550-1562.		1
587	Sosyal Ağ Sitelerinde Marka Temelli Şeriklerin Paylaşımına Yönelik Gelişmelerin İncelenmesi: Facebook Kullanıcıları ve Toplum Bilimleri Araştırmaları Dergisi, 2016, 5, 611.	0.0	2
588	Determinants of social media™s use in consumer behaviour: an international comparison. <i>Economics and Business Review</i> , 2017, 3 (17), 79-100.	0.3	1
589	İNTERNET VE SOSYAL MEDYA VE MAHREMİYETE YÖNELİK GELİŞLER: LEFKE AVRUPA İNTERNET VE SOSYAL MEDYA VE MAHREMİYETE YÖNELİK GELİŞLERİ İNCELEYENLERİNİN İNCELEMELERİ. Gelişim ve İhtiyaçlar Akademik Dergisi, 0, , 826-844.	0.2	2
590	TÜRKİYE SEKTÖRÜNDE SOSYAL MEDYA KULLANIM ETKİNLİĞİNİN YÖNLENDİRİLMESİ: 5 YILDIZLI OTELLER ÜZERİNDE İNCELEME. Uluslararası İktisadi Ve İdari İncelemeler Dergisi, 0, , .	0.3	2
591	Managing Brands in the Age of DIY-Branding: The COBRA approach. <i>Springer Reference Wirtschaft</i> , 2018, , 505-524.	0.1	1
592	Engaging Your Global Social Media Audience. , 2018, , 593-615.		0

#	ARTICLE	IF	CITATIONS
593	Gamification and Social Media as Tools for Tourism Promotion. , 2018, , 1358-1393.		0
594	Factors Promoting Social CRM. , 2018, , 327-350.		0
595	Amazon Associates. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2018, , 51-63.	0.7	0
596	Medienkonvergenz managen: Wahrnehmungs- und Wirkungspfade der Kommunikation antizipieren. Springer Reference Wirtschaft, 2018, , 21-51.	0.1	0
597	Social media content value for a brand: study case. Questiones Publicitarias, 2018, 1, 21-26.	0.2	1
598	Analyzing Social Media Data for Recruiting Purposes. Acta Informatica Pragensia, 2018, 7, 4-21.	0.7	2
599	Motivations of Individuals Participating in Social Media: A Cultural Perspective. Journal of Modern Accounting and Auditing, 2018, 14, .	0.1	1
600	AN APPLIED PREDICTIVE MODELING OF BRAND EQUITY INDUCING SOCIAL MEDIA BRAND-RELATED ENGAGEMENT. Global Fashion Management Conference, 2018, 2018, 1-1.	0.0	0
601	The role of Demographics and Psychographics in the relationship between social media Marketing and Brand awareness among smartphone users in Egypt. ØSU,,Ù...Ø-Ù,,Ø© ØSU,,Ø¹Ù,,Ù...ÙCEØ© Ù,,Ù,,Ø-Ø±ØSØ³ØSØªØSÙ,,ØªØ-ØSØ±Ù		
602	Exploring the Influencing Factors of Live-Streaming Viewersâ€™ Participation Intention from the Perspective of Source Credibility Model and Cognitive Load - An Example of Mobile Device Users. Communications in Computer and Information Science, 2019, , 79-92.	0.4	1
603	Creating Consumer-Based Brand Equity With Social Media Content Marketing. Advances in Business Strategy and Competitive Advantage Book Series, 2019, , 419-441.	0.2	0
604	Care About Your Customer: A Use and Gratification Study Regarding Co-creation and Customer Engagement on Facebook. Lecture Notes in Computer Science, 2019, , 13-24.	1.0	1
605	Effects of Social Media Marketing Strategies on Consumers Behavior. Advances in Social Networking and Online Communities Book Series, 2019, , 146-173.	0.3	0
606	Selling on Social Media? The Impact of Introducing A Shop Section on Social Media Fan Pages on Customer Behaviors. SSRN Electronic Journal, 0, , .	0.4	0
607	Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. International Journal of Economics and Business Research, 2019, 17, 243.	0.1	9
608	The Benefits of Social Networking Sites in Building Reputation for Enterprises. Advances in Logistics, Operations, and Management Science Book Series, 2019, , 65-85.	0.3	1
609	Fans' Narrations. Advances in Media, Entertainment and the Arts, 2019, , 292-309.	0.0	0
610	Placing Customer Engagement Within Marketing Management. , 2019, , 55-80.		1

#	ARTICLE	IF	CITATIONS
611	Is Social Media a Passport to SMEs' Foreign Market Entry?. Scientific Annals of Economics and Business, 2019, 66, 253-265.	0.5	2
612	Digital Life Middle-Class on Instagram. , 0, , .		0
613	Sosyal Medyada Markaların Kullandıkları Şerik Stratejisinin İnderi Popüleritesindeki Rolü: Türkiye'deki Bilişim Şirketleri Üzerine Bir Uygulama. OPUS Uluslararası Toplum Araştırmaları Dergisi, 0, , .	0.3	0
614	Brand Public Benefits and Consumer Engagement. Journal of Asian Finance, Economics and Business (discontinued), 2019, 6, 147-160.	1.0	1
615	Social Media Marketing and e-WOM: A Descriptive Approach to Mediterranean Young's Online Brand-Related Activities, Attitudes and Engagement. Journal of Internet Applications and Management, 2019, 10, 5-24.	0.1	3
616	The Experimental Study On the Effectiveness of Social Media Ad Campaign: Like, Comment, Share. International Journal of Experiential Learning & Case Studies, 2019, 4, 116-130.	0.2	0
617	The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. Journal of Business and Retail Management Research, 2019, 13, .	0.1	7
618	YÜZLÜK ELEKTRONİK AKIZDAN AKIZA ÖLETİME KATILIMININ BELİRLERİ: INSTAGRAM ÜRÜNLERİ. Business Management Studies: an International Journal, 2019, 7, 1989-2010.	0.1	2
619	From Play to Political Action: Prosumerism on Fanvideo Meme Production. BAR - Brazilian Administration Review, 2020, 17, .	0.4	2
621	The participative turn in Museum: The online facet. , 2020, , .		1
622	Sosyal Medya Pazarlamasının Tüketici Satın Alma Niyetine Etkisinin Teknoloji Kabul Modeli Aracılığıyla İncelenmesi. Erciyes Üniversitesi İktisadi Ve İdari Bilimler Fakültesi Dergisi, 2020, , 205-232.	0.1	2
623	The Influence of Social Media Marketing on Apparel Brands' Customers' Satisfaction: The Mediation of Perceived Value. Asian Academy of Management Journal, 2020, 25, .	0.9	5
624	A human touch and content matter for consumer engagement on social media. Corporate Communications, 2021, 26, 501-520.	1.1	8
625	Discussing Socio-Scientific Issues on Twitter: The Quality of Pre-Service Science Teachers' Arguments. Journal of Education in Science, Environment and Health, 0, , .	0.5	3
627	How to Engage Followers: Classifying Fashion Brands According to Their Instagram Profiles, Posts and Comments. , 2020, , .		0
628	Impact of social media on the academic performance of college students in Kashmir. Information Discovery and Delivery, 2021, 49, 298-307.	1.6	9
629	SOSYAL MEDYA EKSENLERİ ÖLETİM ARAŞTIRMALARI: KONULAR, KURAMLAR, YÖNTEMLER. Moment Journal, 0, , .	0.0	2
630	Introducing relational dialectics on actor engagement in the social media ecosystem. Journal of Services Marketing, 2021, 35, 349-366.	1.7	13

#	ARTICLE	IF	CITATIONS
631	The Influence to Customer Engagement Behavior by Different Strategy for Different Objective in Online Marketing. , 2020, , .		2
632	Social Media User-Influencer Congruity. International Journal of Customer Relationship Marketing and Management, 2021, 13, 1-26.	0.2	9
633	Do brandsâ€™ social media marketing activities matter? A moderation analysis. Journal of Retailing and Consumer Services, 2022, 64, 102794.	5.3	48
634	A Moderation and Mediation Model of Social Media Marketing and Brand Loyalty Among Smartphone Users in Egypt. International Journal of Customer Relationship Marketing and Management, 2022, 13, 0-0.	0.2	0
635	Effect of WeChat interaction on brand evaluation: A moderated mediation model of para-social interaction and affiliative tendency. Journal of Retailing and Consumer Services, 2022, 64, 102812.	5.3	6
636	Understanding Consumer Digital Consumption Behaviour in the Edge of Social Media Platforms. Open Journal of Social Sciences, 2021, 09, 394-416.	0.1	0
637	Factors Increasing Consumer Engagement of Branded Content in Instagram. IEEE Access, 2021, 9, 143531-143548.	2.6	17
638	Listen to Your Customers! â€œA Study About Content Creation on Social Media to Enhance Customer Engagementâ€. IFIP Advances in Information and Communication Technology, 2020, , 352-370.	0.5	0
639	Social Media and Small Entrepreneurial Firmsâ€™ Internationalization. Exploring Diversity in Entrepreneurship, 2020, , 141-168.	0.4	6
640	Building a Luxury Brand on Instagram: The case of Delvaux. MarchÃ© Et Organisations, 2020, nÂ° 37, 55-71.	0.0	1
641	Subkultura, spoÅ‚ecznoÅ›ci w internecie versus spoÅ‚ecznoÅ›ci wokÅ³Å¸ marki â€” ujÃcie definicyjne. , 2020, 2020, 14-22.	0.1	0
642	How Does Social Media Advertising Persuade? An Investigation of the Moderation Effects of Corporate Reputation, Privacy Concerns and Intrusiveness. Journal of Global Marketing, 2022, 35, 248-267.	2.0	13
643	ChapterÃ¸3. Responding to organisational misbehaviour. Discourse Approaches To Politics, Society and Culture, 2020, , 87-107.	0.0	1
644	Medienmanagement im Marketing-Mix. , 2014, , 15-133.		0
645	The Effects of Terrorism on Tourism and the Media's Role. Advances in Hospitality, Tourism and the Services Industry, 0, , 141-155.	0.2	0
646	The Role of Social Media in International Advertising. , 0, , 804-831.		0
647	Managing Brands Through Social Media. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 0, , 61-93.	0.7	0
648	Factors Promoting Social CRM. , 0, , 1329-1352.		0

#	ARTICLE	IF	CITATIONS
649	It Takes a Village: Co-creation and Co-design for Social Media Health Promotion. , 2021, , 67-93.		0
650	The effect of news consumption on fake news efficacy. Journal of Applied Journalism and Media Studies, 2022, 11, 61-79.	0.1	1
651	Consumer engagement in social media brand communities: A literature review. International Journal of Information Management, 2022, 63, 102457.	10.5	78
652	The Buffering Effects of a User's Perceived Past Negative Experience on Social Commerce Engagement. , 2021, , .		0
653	Effects of Materialism on Brand-Related User-Generated Content and Positive WOM on Social Media. Australasian Marketing Journal, 2023, 31, 135-141.	3.5	3
654	Social media engagement and the determinants of behavioural intentions of university online programme selection: the moderating role of mindfulness. Corporate Communications, 2022, 27, 457-469.	1.1	4
655	The Value of Social Media Advertising Strategies on Tourist Behavior: A Game-Changer for Small Rural Businesses. Journal of Small Business Strategy, 2021, 31, .	0.6	2
656	EtkileÅŸimden DÃ¼nÃ¼ÅŸme TÃ¼ketici Mutasyonu: TÃ¼rkiyeâ€™de Ã–rnekleme ÅŸetme Åncelemesi. Elektronik Sosyal Bilimler Dergisi, 0, , .	0.2	0
657	The Impact of Social Media Activities on Brand Equity. Information (Switzerland), 2021, 12, 477.	1.7	11
658	Leveraging customer engagement to improve the operational efficiency of social commerce start-ups. Journal of Business Research, 2022, 140, 572-582.	5.8	17
659	Innovations in Recruitmentâ€”Social Media. Advances in Science, Technology and Engineering Systems, 2021, 6, 88-97.	0.4	0
660	Exploring gamers' crowdsourcing engagement in PokÃ©mon Go communities. TQM Journal, 2021, , .	2.1	5
661	Learning Social Media Content Optimization: How Can SMEs Draw the Users' Attention on Official WeChat Accounts?. Frontiers in Psychology, 2021, 12, 783151.	1.1	1
662	Social anxiety as a moderator in consumer willingness to accept AI assistants based on utilitarian and hedonic values. Journal of Retailing and Consumer Services, 2022, 65, 102878.	5.3	60
663	BRAND IN NEW MEDIA. USERSâ€™ MOTIVATIONS FOR CONTENT CREATION AND CONTENT SHARING. Zeszyty Naukowe WyÅŸszej SzkoÅ‚y Humanitas ZarzÃ„dzanie, 2020, 21, 225-241.	0.1	1
664	Effect of Social Media Advertisements on Consumer Purchase Intentions. International Journal of Engineering and Management Research, 2020, 10, 110-118.	0.1	0
665	How the Modern Human Resources Management Can Take Advantage of Information From Social Media while Recruiting. , 2020, , .		2
666	How sWOM Contribution Motivations Vary by Cosmetics and Restaurants in Vietnam. Journal of Asian Finance, Economics and Business (discontinued), 2020, 7, 885-896.	1.0	0

#	ARTICLE	IF	CITATIONS
668	Effect of online social media marketing efforts on customer response. <i>Journal of Consumer Behaviour</i> , 2022, 21, 554-571.	2.6	22
669	Using Social Media for More Engaged Users and Enhanced Health Communication in Diabetes Care. <i>American Journal of Lifestyle Medicine</i> , 0, , 155982762110648.	0.8	3
670	Engaging Young Voters in the Political Process. , 2022, , 1476-1493.		0
671	Engaging luxury brand consumers on social media. <i>Journal of Consumer Marketing</i> , 2022, 39, 121-132.	1.2	17
672	An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. <i>Cogent Business and Management</i> , 2022, 9, .	1.3	28
673	Branded content experience in social media settings: a consumer culture theory perspective. <i>Journal of Brand Management</i> , 2022, 29, 225-240.	2.0	9
674	How brand-stakeholder dialogue drives brand-hosted community engagement on social media: A mixed-methods approach. <i>Computers in Human Behavior</i> , 2022, 131, 107208.	5.1	11
675	How do you depict sustainability? An analysis of images posted on Instagram by sustainable fashion companies. <i>Journal of Global Fashion Marketing</i> , 2022, 13, 101-115.	2.4	18
676	The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. <i>Sustainability</i> , 2022, 14, 1657.	1.6	14
677	Usability and Security Testing of Online Links: A Framework for Click-Through Rate Prediction Using Deep Learning. <i>Electronics (Switzerland)</i> , 2022, 11, 400.	1.8	3
678	Exploring the nexus of social media influencers and consumer brand engagement. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 2370-2385.	1.8	20
679	How should organizations engage and build relationships with mobile publics on social messengers. <i>Journal of Brand Management</i> , 0, , 1.	2.0	5
681	Consumer Engagement With Visual Content on Instagram. <i>International Journal of E-Services and Mobile Applications</i> , 2022, 14, 1-21.	0.6	4
682	Exploring Employees'™ After-Hour Work Communication on Public Social Media: Antecedents and Outcomes. <i>Social Science Computer Review</i> , 2023, 41, 827-847.	2.6	4
683	Drivers of Social Media Networking Site Continuance Intention in Jordan and South Africa. <i>International Journal of E-Services and Mobile Applications</i> , 2022, 14, 1-29.	0.6	0
684	Be my friend! Cultivating parasocial relationships with social media influencers: findings from PLS-SEM and fsQCA. <i>Information Technology and People</i> , 2023, 36, 66-94.	1.9	33
685	., 2022, 17, 493-508.		1
686	The influence of social commerce on <scp>ecoâ€friendly</scp> consumer behavior: Technological and social roles. <i>Journal of Consumer Behaviour</i> , 2022, 21, 653-672.	2.6	17

#	ARTICLE	IF	CITATIONS
687	Is nothing like before? COVID-19â€“evoked changes to tourism destination social media communication. <i>Journal of Destination Marketing & Management</i> , 2022, 23, 100692.	3.4	33
688	â€œI follow what you post!â€ The role of social media influencersâ€™ content characteristics in consumers' online brand-related activities (COBRAs). <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102940.	5.3	77
689	Impact of Social Media Marketing Activities on Purchase Intentions via Customer Equity Drivers. <i>International Journal of Online Marketing</i> , 2022, 12, 1-19.	0.9	2
690	The Effect of Intrinsic and Extrinsic Motivations on Social Media Engagement and Customer Likelihood to Share Content on Facebook. <i>International Journal of Cyber Behavior, Psychology and Learning</i> , 2022, 12, 1-24.	0.6	0
692	A Systematic Analysis of Content Structural Efficiency for Estimating Higher Educational Institutionsâ€™ Engagement over Facebook. <i>International Journal of Online Marketing</i> , 2022, 12, 0-0.	0.9	0
694	The Nexus Between Social Media Marketing Efforts and Overall Brand Equity in the Banking Sector in Bangladesh: Testing a Moderated Mediation Model. <i>Journal of Internet Commerce</i> , 2023, 22, 293-320.	3.5	4
695	The Journal of Advertisingâ€™s Production and Dissemination of Advertising Knowledge: A 50th Anniversary Commemorative Review. <i>Journal of Advertising</i> , 2022, 51, 153-187.	4.1	23
696	Sharing and liking as youth nano-level participation. Finnish studentsâ€™ civic and political engagement in social media. <i>Journal of Youth Studies</i> , 2023, 26, 803-820.	1.5	2
697	Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. <i>Information Systems Frontiers</i> , 0, , 1.	4.1	15
698	Social Media Marketing Attributes, Sandtonâ€™s Rental Market Brand Image, and the Millennialsâ€™ Rental Preference: An Empirical Study. <i>Real Estate Management and Valuation</i> , 2022, 30, 34-52.	0.2	1
699	Consumer mischief as playful resistance to marketing in Twitter hashtag hijacking. <i>Journal of Consumer Behaviour</i> , 0, , .	2.6	2
700	Pandemic-era Participation in Public Lands Governance: Lessons From the USDA Forest Service. <i>Frontiers in Sustainable Cities</i> , 2022, 4, .	1.2	2
701	Social Networks Marketing and Consumer Purchase Behavior: The Combination of SEM and Unsupervised Machine Learning Approaches. <i>Big Data and Cognitive Computing</i> , 2022, 6, 35.	2.9	27
702	The role of emotions for citizen engagement via social media â€“ A study of police departments using twitter. <i>Government Information Quarterly</i> , 2022, 39, 101686.	4.0	5
703	Understanding digital consumer: A review, synthesis, and future research agenda. <i>International Journal of Consumer Studies</i> , 2022, 46, 1829-1858.	7.2	23
704	What drives liking different brand-related social media content?. <i>Marketing Intelligence and Planning</i> , 2022, 40, 542-556.	2.1	2
705	Buffering B2B service failure: The role of customer engagement. <i>Industrial Marketing Management</i> , 2022, 103, 47-60.	3.7	12
706	How to Catch Customersâ€™ Attention? A Study on the Effectiveness of Brand Social Media Strategies in Digital Customer Engagement. <i>Frontiers in Psychology</i> , 2021, 12, 800766.	1.1	6

#	ARTICLE	IF	CITATIONS
707	Using Machine Learning to Compare the Information Needs and Interactions of Facebook: Taking Six Retail Brands as an Example. <i>Information (Switzerland)</i> , 2021, 12, 526.	1.7	0
708	A SEM-NCA Approach towards Social Networks Marketing: Evaluating Consumers' Sustainable Purchase Behavior with the Moderating Role of Eco-Friendly Attitude. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 13276.	1.2	18
709	The Influence of Social Media Usage on Firm Performance During the COVID-19 Era: An Empirical Study. , 2022, , 25-50.		3
710	PERAN ELEMEN SOCIAL MEDIA MARKETING, CONSUMER BRAND ENGAGEMENT SEBAGAI STIMULUS TERHADAP BRAND LOYALTY. <i>Media Riset Bisnis & Manajemen</i> , 2021, 21, 25-42.	0.0	1
711	An Investigation on the Influence of Blogs on Consumer Engagement Behaviour. <i>YÄ¶netim Ve Ekonomi</i> , 2021, 28, 695-715.	0.1	0
712	Advertising content and online engagement on social media during the covid-19 epidemic in Taiwan. <i>Journal of Marketing Communications</i> , 0, , 1-19.	2.7	4
713	Customer engagement behaviours in a social media context revisited: using both the formative measurement model and text mining techniques. <i>Journal of Marketing Management</i> , 2022, 38, 740-770.	1.2	11
714	The fake news effect: what does it mean for consumer behavioral intentions towards brands?. <i>Journal of Information Communication and Ethics in Society</i> , 2022, 20, 291-307.	1.0	11
716	Ø-ÛrØ± ÛrØ³ØSØ Û,, ØSÛ,,Ø²ÛrØSØµÛ,, ØSÛ,,ØSØ-Ø²Û...ØSØ¹Ûš ÛÛš Ø²Û...ÛšÛšØ² ÛrØ²Ø±ÛrÛšØ- Ø³Û...ØSØÛrØµÛØ±Ø© Ø³		
717	Online marketing innovations influencing the satisfaction of purchasing through social media platform. <i>International Journal of Health Sciences</i> , 0, , 1414-1424.	0.0	0
718	The Nexuses Between Social Media Marketing Activities and Consumers' Engagement Behaviour: A Two-Wave Time-Lagged Study. <i>Frontiers in Psychology</i> , 2022, 13, 811282.	1.1	14
719	Affordances advancing user-created communication (UCC) in service: interactivity, visibility and anonymity. <i>Journal of Service Management</i> , 2022, 33, 688-704.	4.4	6
721	Chatbots in customer service: Their relevance and impact on service quality. <i>Procedia Computer Science</i> , 2022, 201, 421-428.	1.2	24
722	How Do Customers Engage in Social Media-Based Brand Communities: The Moderator Role of the Brand's Country of Origin. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
724	Brand as a Customer Value Driver: Relationships with Customer Engagement. <i>Marketing of Scientific and Research Organisations</i> , 2022, 43, 53-74.	0.1	1
725	Better together: involving consumers in the ideation, creation and dissemination of transformative value. <i>Journal of Service Management</i> , 2022, ahead-of-print, .	4.4	4
726	Comment une entreprise peut activer sa communauté. <i>Recherche Et Cas En Sciences De Gestion</i> , 2022, N° 21, 45-60.	0.0	0
727	Congruency and Users' Sharing on Social Media Platforms: A Novel Approach for Analyzing Content. <i>Journal of Advertising</i> , 2023, 52, 369-386.	4.1	9

#	ARTICLE	IF	CITATIONS
728	Exploring uses and gratifications and psychological outcomes of engagement with Instagram Stories. Computers in Human Behavior Reports, 2022, 6, 100198.	2.3	14
729	The Effect of Ad Authenticity on Advertising Value and Consumer Engagement: A Case Study of COVID-19 Video Ads. Journal of Interactive Advertising, 2022, 22, 178-186.	3.0	5
730	Promotion of Internet Users's Aggressive Participation via the Mediators of Flow Experience and Identification. Frontiers in Psychology, 2022, 13, 836303.	1.1	0
731	Social media content, customer engagement and brand equity: US versus Korea. Management Decision, 2022, 60, 2195-2223.	2.2	4
732	Coping strategies initiated by COVID-19-related stress, individuals' motives for social media use, and perceived stress reduction. Internet Research, 2023, 33, 124-151.	2.7	9
733	Topical Advertising in enduring events: the role of timing and creativity in engagement with social media brand messages during COVID-19. International Journal of Advertising, 2022, 41, 1411-1432.	4.2	2
734	Effects of Social Media Marketing Strategies on Consumers Behavior. , 2022, , 195-216.		0
735	Conspicuous Consumption via Social Media. , 2022, , 887-907.		1
736	Rise and fall of interactions with brand communities. Marketing Intelligence and Planning, 2022, 40, 772-786.	2.1	1
737	Study of Consumer Brand Following Intention on Instagram. , 2022, , 1964-1986.		1
738	The Dynamics of Social Media Marketing Content and Customer Retention. , 2022, , 217-237.		0
739	The Benefits of Social Networking Sites in Building Reputation for Enterprises. , 2022, , 1325-1345.		0
740	Social Media Advertising Influence on Users' Responses. , 2022, , 1611-1625.		0
741	The Impact of Social Media Marketing on Brand Trust and Brand Loyalty. , 2022, , 1519-1538.		0
742	The Interface between the Brand of Higher Education and the Influencing Factors. Sustainability, 2022, 14, 6151.	1.6	2
743	An Empirical Study on Determining the Effectiveness of Social Media Advertising. , 2022, , 1987-2012.		0
744	Exploring the Impact of Social Media Marketing Features on Purchase Intention in the Fast-Food Industry. Metamorphosis, 2022, 21, 75-85.	0.8	2
745	The paradox of using public social media for work: The influence of after-hours work communication on employee outcomes. Journal of Business Research, 2022, 149, 748-759.	5.8	7

#	ARTICLE	IF	CITATIONS
747	Factors Influencing Efficiency of Online Purchase of Gen Z Customers in Pathum Thani Province of Thailand. , 2022, , .		0
748	The challenges in employing digital marketing as a tool for improving sales at selected retail stores in the transkei region. EUREKA Social and Humanities, 2022, , 3-12.	0.1	0
749	Are Podcast Advertisements Effective? An Emerging Economy Perspective. Journal of International Consumer Marketing, 0, , 1-19.	2.3	2
750	Ä±zevim iÄ±si video reklamlarÄ±na yÄ±nelik tÄ±keticici tutumu Ä±zerine bir araÅ±tÄ±rma: YouTube Ä±rneÄ±yi. Turkish Journal of Marketing, 2022, 7, 50-71.	0.3	0
751	Understanding How Baby Boomers Use the Internet and Social Media to Improve the Engagement with Brands. Comunicacao E Sociedade, 0, 41, .	0.0	0
752	A Forgotten Tale of Lurking Engagement and Social Media-Based Brand Communities. Journal of Internet Commerce, 0, , 1-35.	3.5	0
753	Evolving Consumer Responses to Social Issue Campaigns: A Data-Mining Case of COVID-19 Ads on YouTube. Journal of Interactive Advertising, 2022, 22, 195-206.	3.0	0
754	How Travel Vlogs on YouTube Influence Consumer Behavior: A Use and Gratification Perspective and Customer Engagement. Human Behavior and Emerging Technologies, 2022, 2022, 1-16.	2.5	15
755	The effect of product category on customer motivation for customer engagement behaviour. International Journal of Consumer Studies, 0, , .	7.2	1
756	Gender Differences in the Perception of Motivations for Consumerâ€™s Online Brand-Related Activities and Their Impacts on Instagram. Marketing and Management of Innovations, 2022, 2, 86-93.	0.4	0
758	Influence of emojis on user engagement in brand-related user generated content. Computers in Human Behavior, 2022, 136, 107387.	5.1	14
759	The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. Journal of Open Innovation: Technology, Market, and Complexity, 2022, 8, 125.	2.6	14
760	How chatbot e-services motivate communication credibility and lead to customer satisfaction: The perspective of Thai consumers in the apparel retailing context. Innovative Marketing, 2022, 18, 15-27.	0.7	2
761	Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. International Journal of Information Management Data Insights, 2022, 2, 100102.	6.5	30
762	FACTORS THAT INFLUENCE SOCIAL MEDIA USAGE IN TRAVEL INFORMATION INTERNET SEARCHES. Journal of Research Management and Governance, 2021, 3, 1-6.	0.1	0
763	Delineate Omnichannel Retailer and Consumer Engagement on Social Networks. Advances in Electronic Commerce Series, 2022, , 290-303.	0.2	0
764	<i>â€™m doing the right thing!</i> Technological intimate partner violence and social media use: the moderating role of moral absolutism and the mediating role of jealousy. Ethics and Behavior, 2023, 33, 490-504.	1.3	1
765	The impact of Persuasion knowledge cues on social media engagement: a look at pet influencer marketing. Journal of Marketing Theory and Practice, 2024, 32, 43-60.	2.6	14

#	ARTICLE	IF	CITATIONS
766	Promoting Social Distancing and COVID-19 Vaccine Intentions to Mothers: Randomized Comparison of Information Sources in Social Media Messages. <i>JMIR Infodemiology</i> , 2022, 2, e36210.	1.0	7
767	Effects of Engagement with a Social Media Campaign for Mothers to Prevent Indoor Tanning by Teens in a Randomized Trial. <i>Journal of Health Communication</i> , 2022, 27, 394-406.	1.2	1
768	Mapping the Field of Social Media Engagement: A Literature Review Using Bibliometric Analysis. <i>FIIB Business Review</i> , 0, , 231971452211127.	2.2	1
769	User-Generated Multimedia Content Impact on the Destination Choice: Five Dimensions of Consumer Experience. <i>Electronics (Switzerland)</i> , 2022, 11, 2570.	1.8	1
770	How emotions from content social relevance mediate social media engagement: evidence from European supermarkets during the COVID-19 pandemic. <i>British Food Journal</i> , 2023, 125, 1698-1715.	1.6	5
771	Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. <i>Frontiers in Psychology</i> , 0, 13, .	1.1	17
772	Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. <i>Heliyon</i> , 2022, 8, e10145.	1.4	16
773	A Meta-Analysis of the Effects of Brands' Owned Social Media on Social Media Engagement and Sales. <i>Journal of Marketing</i> , 2023, 87, 406-427.	7.0	24
774	How do customers engage in social media-based brand communities: The moderator role of the brand's country of origin?. <i>Journal of Retailing and Consumer Services</i> , 2022, 68, 103079.	5.3	11
775	Digital consumer engagement: examining the impact of native advertising exposure in a social network. <i>Journal of Research in Interactive Marketing</i> , 2023, 17, 544-561.	7.2	2
776	Who does (not) want to engage in internal social media? Employees' segmentation into different user types. <i>Public Relations Review</i> , 2022, 48, 102249.	1.9	0
777	"How may I help you today?" The use of AI chatbots in small family businesses and the moderating role of customer affective commitment. <i>Journal of Business Research</i> , 2022, 153, 329-340.	5.8	14
778	Dancing with Ambiguity Online: When Our Online Actions Cause Confusion. <i>Understanding Innovation</i> , 2022, , 37-56.	0.9	1
779	Be Careful What You Look for: Tagged Social Media Content Biases Brand Analyses. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
780	Clustering the Social Media Users Based on Users' Motivations and Social Media Content. <i>Springer Proceedings in Business and Economics</i> , 2022, , 553-568.	0.3	0
782	Driving consumer engagement on hospitality brands' Facebook pages. <i>Anatolia</i> , 2024, 35, 30-40.	1.3	0
783	Influencers As Endorsers and Followers As Consumers: Exploring the Role of Parasocial Relationship, Congruence, and Followers' Identifications on Consumer Brand Engagement. <i>Journal of Interactive Advertising</i> , 2022, 22, 269-288.	3.0	9
784	Becoming TikTok Famous: Strategies for Global Brands to Engage Consumers in an Emerging Market. <i>Journal of International Marketing</i> , 2023, 31, 106-123.	2.5	15

#	ARTICLE	IF	CITATIONS
785	Social media marketing and brand authenticity: the role of value co-creation. <i>Management Research Review</i> , 2023, 46, 870-892.	1.5	6
786	From Digital Content Marketing Toward Brand Engagement. , 2022, , 281-305.		0
787	Webcare across public and private social networking sites: How stakeholders and the Netherlands Red Cross adapt their messages to channel affordances and constraints. <i>Psychology of Language and Communication</i> , 2022, 26, 375-398.	0.2	2
788	Antecedents of Engagement on Social Media: Fatigue and Anxiety. <i>Springer Series in Design and Innovation</i> , 2023, , 115-124.	0.2	0
789	Boosting eWOM through Social Media Brand Page Engagement: The Mediating Role of Self-Brand Connection. <i>Behavioral Sciences (Basel, Switzerland)</i> , 2022, 12, 411.	1.0	6
790	Solutions of Brand Posts on Facebook to Increase Customer Engagement Using the Random Forest Prediction Model. <i>FGF Studies in Small Business and Entrepreneurship</i> , 2023, , 191-214.	0.5	0
791	Social media marketing activities on brand equity and purchase intention among Chinese smartphone consumers during COVID-19. <i>Journal of Science and Technology Policy Management</i> , 2024, 15, 331-352.	1.7	3
792	Consumption of marketer-generated content: consumers as curators of marketing messages that they consume on social media. <i>European Journal of Marketing</i> , 2022, 56, 3545-3567.	1.7	3
793	The Determinants of Purchase Intention on Agricultural Products via Public-Interest Live Streaming for Farmers during COVID-19 Pandemic. <i>Sustainability</i> , 2022, 14, 13921.	1.6	8
794	Influencer Marketing on Instagram: Empirical Research on Social Media Engagement with Sponsored Posts. <i>Journal of Interactive Advertising</i> , 2022, 22, 289-310.	3.0	10
795	DEMAND FORECAST STUDIES IN THE RETAIL SECTOR: A LITERATURE SEARCH. , 0, , .		0
796	Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective. <i>Journal of Retailing and Consumer Services</i> , 2023, 70, 103170.	5.3	32
797	Effect of linguistic disfluency on consumer satisfaction: Evidence from an online knowledge payment platform. <i>Information and Management</i> , 2023, 60, 103725.	3.6	5
798	Social media usage, materialism and psychological well-being among immigrant consumers. <i>Journal of Business Research</i> , 2023, 155, 113419.	5.8	8
799	Formal Professionalization of early-stage Social Media “Influencers” attitudinal Drivers and Their Relation to Personality Traits. <i>JMM International Journal on Media Management</i> , 2022, 24, 137-163.	0.4	1
800	Leveraging consumer personality and social media marketing to improve a brand's social media equity. <i>International Journal of Consumer Studies</i> , 2023, 47, 1076-1094.	7.2	5
801	How does physicians' educational knowledge-sharing influence patients' engagement? An empirical examination in online health communities. <i>Frontiers in Public Health</i> , 0, 10, .	1.3	1
802	Career-washing? Unpacking employer brand promises on social media platforms. <i>European Journal of Marketing</i> , 2022, 56, 2804-2825.	1.7	1

#	ARTICLE	IF	CITATIONS
803	The Relationship between Social Media Influence, EWOM, and E-satisfaction of Consumers in India: A Moderated Moderated-mediation Conditional Model. <i>Global Business Review</i> , 0, , 097215092211301.	1.6	3
804	Building Stronger Brand Evangelism for Sustainable Marketing through Micro-Influencer-Generated Content on Instagram in the Fashion Industry. <i>Sustainability</i> , 2022, 14, 15770.	1.6	6
805	Decoding influencer marketing from a community perspective: typologies and marketing management implications. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, ahead-of-print, .	1.8	0
806	Urgent topics for advertising research: addressing critical gaps in the literature. <i>International Journal of Advertising</i> , 0, , 1-14.	4.2	1
807	Influencers' "organic" persuasion through electronic word of mouth: A case of sincerity over brains and beauty. <i>Psychology and Marketing</i> , 2023, 40, 347-364.	4.6	22
808	Selected Differences and Relationships of Consumers'™ Online Brand-Related Activities and Their Motives. <i>Sustainability</i> , 2022, 14, 15636.	1.6	0
809	Who's™ watching? Classifying sports viewers on social live streaming services. <i>Annals of Operations Research</i> , 0, , .	2.6	0
810	Authentically Fake? How Consumers Respond to the Influence of Virtual Influencers. <i>Journal of Advertising</i> , 2023, 52, 540-557.	4.1	37
811	Business Management Reference on AI Product Marketing Strategies. , 2023, , 301-314.		0
812	How customers respond to social media advertising. <i>Marketing Intelligence and Planning</i> , 2023, 41, 229-243.	2.1	7
813	Contactless marketing management of fashion brands in the digital age. <i>European Management Journal</i> , 2023, 41, 512-520.	3.1	4
814	The Impact of AI Chatbot on Long-Term Relationships between Customers and Hotels. , 2023, 2, .		0
815	A Systematic Analysis of Higher Educational Content Over Social Media for Engagement Optimization. <i>Review of Marketing Science</i> , 2023, 21, 77-110.	0.5	0
816	Analyzing the Enablers of Customer Engagement in Healthcare Using TISM and Fuzzy MICMAC. <i>Applied System Innovation</i> , 2023, 6, 5.	2.7	0
817	Consumer's™ Online Brand-Related Activities on the Social Network Instagram: An Analytical View of the Motivation for These Activities. <i>Marketing and Management of Innovations</i> , 2022, 13, 164-172.	0.4	0
818	Digital content marketing consumption motives in the age of social media: an investigation of relational and monetary outcomes. <i>Aslib Journal of Information Management</i> , 2023, ahead-of-print, .	1.3	2
819	Social media insights for non-luxury fashion SMEs in emerging markets: evidence from young consumers. <i>Journal of Fashion Marketing and Management</i> , 2023, ahead-of-print, .	1.5	1
820	Retailers, don't ignore me on social media! The importance of consumer-brand interactions in raising purchase intention - Privacy the Achilles heel. <i>Journal of Retailing and Consumer Services</i> , 2023, 72, 103272.	5.3	13

#	ARTICLE	IF	CITATIONS
821	Social Media auf B-to-B-Märkten: Einsatzpotenziale in Marketing und Vertrieb. Edition Sales Excellence, 2023, , 377-402.	0.2	1
822	Driving citizen engagement through Twitter: The case of COVID-19 vaccination drive in India. Journal of Public Affairs, 0, , .	1.7	1
823	Social media content aesthetic quality and customer engagement: The mediating role of entertainment and impacts on brand love and loyalty. Journal of Business Research, 2023, 160, 113778.	5.8	20
824	Exploring a customer engagement spillover effect on social media: the moderating role of customer conscientiousness. Internet Research, 2023, 33, 1573-1596.	2.7	3
825	A sensemaking perspective on the association between social media engagement and pro-environment behavioural intention. Technology in Society, 2023, 72, 102201.	4.8	11
826	The influence of intrinsic and extrinsic motivational factors on e-WOM behaviour: The role of psychological impact during the time of COVID-19 crisis. Heliyon, 2023, 9, e13270.	1.4	4
827	The Impact of AI Chatbot On Customer Willingness to Pay: An Empirical Investigation in The Hospitality Industry. , 2022, , 105-116.		0
828	Religious Influencers on Social Media: Do They Really Affect Followers' Religiosity and Intention to Donate?. , 2023, , 805-813.		0
829	How Micro-Influencers' Personality Influences the Personality of Novice and Established Brands. Australasian Marketing Journal, 0, , 144135822311531.	3.5	0
830	Webcare salience and consumer engagement: The moderating effects of webcare valence, conversational human voice and response time. Journal of Hospitality Marketing and Management, 2023, 32, 363-384.	5.1	2
831	The impact of social media use on the autonomy and organisational citizenship behaviour of faculty members in Kenyan private universities. Journal of Decision Systems, 2023, 32, 653-677.	2.2	0
832	What Makes Disinformation Ads Engaging? A Case Study of Facebook Ads from the Russian Active Measures Campaign. Journal of Interactive Advertising, 2023, 23, 221-240.	3.0	2
833	Antecedents and Consequences of Customers' Engagement with Pro-Environmental Consumption-Related Content on Social Media. Sustainability, 2023, 15, 3974.	1.6	4
834	Research on the Influence Mechanism of Fashion Brands' Crossover Alliance on Consumers' Online Brand Engagement: The Mediating Effect of Hedonic Perception and Novelty Perception. Sustainability, 2023, 15, 3953.	1.6	0
835	Investigating the Impact of Social Media Marketing on Intention to Follow Advice: The Mediating Role of Active Participation and Benevolence Trust. FIIB Business Review, 0, , 231971452211479.	2.2	3
836	Segmenting Voters by Motivation to Use Social Media and Their Lifestyle for Political Engagement. Journal of Political Marketing, 0, , 1-22.	1.3	2
837	Consumer Response Model for Luxury Brands. Lecture Notes in Networks and Systems, 2023, , 676-681.	0.5	0
838	Consumers' social self-identity drivers on social commerce platforms-based food and beverage. British Food Journal, 2023, 125, 3050-3068.	1.6	2

#	ARTICLE	IF	CITATIONS
839	Podcasting as Advertising Channel: Understanding the Context Effect. <i>Journal of Radio and Audio Media</i> , 0, , 1-22.	0.5	1
840	Customer engagement in firm-initiated and consumer-initiated online brand communities: an exploratory study. <i>Information Systems and E-Business Management</i> , 0, , .	2.2	2
841	Promouvoir une destination touristique via lâ€™TMengagement des internautes. <i>Decisions Marketing</i> , 2022, NÂ° 105, 77-92.	0.1	1
842	Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followersâ€™ Purchase Intention, Willingness to Pay a Premium Price, and E-WoM?. <i>Sustainability</i> , 2023, 15, 5331.	1.6	9
843	Effect of Social Media Marketing of Luxury Brands on Brand Equity, Customer Equity and Customer Purchase Intention. <i>Amfiteatru Economic</i> , 2023, 25, 265.	1.0	3
844	Understanding Different Types of Followersâ€™ Engagement and the Transformation of Millennial Followers into Cosmetic Brand Evangelists. <i>Behavioral Sciences (Basel, Switzerland)</i> , 2023, 13, 270.	1.0	1
845	Understanding audience willingness to keep subscriptions in digital podcast: A dual identification perspective. <i>Journal of Marketing Communications</i> , 0, , 1-22.	2.7	0
846	THE EFFECT OF BRANDS' PERCEIVED SOCIAL MEDIA MARKETING ACTIVITIES ON CONSUMERS' ONLINE OPINION SEEKING AND SHARING BEHAVIOR. Mehmet Akif Ersoy Âœniversitesi Â°ktisadi Ve Â°dari Bilimler FakÃ¼ltesi Dergisi, 2023, 10, 1-27.	0.2	0
847	DO CONSUMERS REALLY CARE ABOUT SOCIAL MEDIA MARKETING ACTIVITIES? EVIDENCE FROM NETFLIXâ€™S TURKISH AND GERMAN FOLLOWERS IN SOCIAL MEDIA. <i>Ege Akademik Bakis (Ege Academic Review)</i> , 0, , .	0.2	0
848	The Role of Privacy Obstacles in Privacy Paradox: A System Dynamics Analysis. <i>Systems</i> , 2023, 11, 205.	1.2	1
849	Enhancing healthcare services and brand engagement through social media marketing: Integration of Kotler's 5A framework with IDEA process. <i>Information Processing and Management</i> , 2023, 60, 103379.	5.4	3
872	Investigating the impact of Personality Tendencies and Gratification Aspects on OTT Short Video Consumption: A case of YouTube Shorts. , 2023, , .		2
885	Deconstructing the Role of Consumer Engagement Within Social Media. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2023, , 320-340.	0.7	0
886	Understanding Social Media & Future Experience. <i>Springer Texts in Business and Economics</i> , 2023, , 411-441.	0.2	0
897	Netflix: Comparison of the Impact of Social Media Content on Social Media Engagement Behaviour Between Followers of the Series and the Platform. <i>Smart Innovation, Systems and Technologies</i> , 2024, , 241-255.	0.5	0
902	An Empirical Investigation on the Influence of Social Networks on Purchase Decision Making. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2023, , 26-43.	0.7	1
910	Proposing a Model to Link Content-Type, Emotion, and Consumer Engagement Behavior. , 2024, , 955-962.		0
929	Social Media Marketing and Halal Brand Equity. , 2023, , 221-232.		0

#	ARTICLE	IF	CITATIONS
930	Optimizing the Brand-Product Narrative for a Direct-to-Consumer Webstore. , 0, , .		0
944	Sentiment and Deep Learning Content Analysis of a Digital Fan Token Platform: An Exploratory Study. Springer Proceedings in Complexity, 2024, , 525-542.	0.2	0
952	The Digital Transformation. Advances in Web Technologies and Engineering Book Series, 2024, , 80-98.	0.4	0