

# Co-creation of value in higher education: using social networks for the recruitment of students

Journal of Higher Education Policy and Management  
35, 45-53

DOI: [10.1080/1360080x.2013.748524](https://doi.org/10.1080/1360080x.2013.748524)

Citation Report

#	ARTICLE	IF	CITATIONS
1	A Framework for Effectiveness of Institutional Policies on Technology-Enhanced Learning. Communications in Computer and Information Science, 2015, , 175-186.	0.5	2
2	Student co-creation behavior in higher education: the role of satisfaction with the university experience. Journal of Marketing for Higher Education, 2015, 25, 238-262.	3.2	107
3	Surfing on Social Network Sites. Computers in Human Behavior, 2015, 49, 30-37.	8.5	23
4	The Impact of Cocreation on the Student Satisfaction: Analysis through Structural Equation Modeling. Abstract and Applied Analysis, 2016, 2016, 1-10.	0.7	7
5	Student Participation Behaviour outside the Classroom. International Journal of Customer Relationship Marketing and Management, 2016, 7, 27-41.	0.4	2
6	Participation behaviour among international students. International Journal of Educational Management, 2016, 30, 679-697.	1.5	11
7	Student satisfaction in higher education: a meta-analytic study. Journal of Marketing for Higher Education, 2017, 27, 1-18.	3.2	95
8	Evaluating the Impact of Social Media Marketing on Online Course Registration. Journal of Continuing Higher Education, 2017, 65, 151-165.	0.9	14
9	Facebook: a potentially valuable educational tool?. Educational Media International, 2018, 55, 34-48.	1.7	14
10	Personalizing twitter communication: an evaluation of "rotation-curation"™ for enhancing social media engagement within higher education. Journal of Marketing for Higher Education, 2018, 28, 192-209.	3.2	11
11	Online search for information about universities: a Hong Kong study. International Journal of Educational Management, 2018, 32, 511-524.	1.5	16
12	Rise of Social Media Marketing: A Perspective on Higher Education. , 2018, , .		5
13	Measuring the value of placements to employers. Industry and Higher Education, 2018, 32, 93-107.	2.2	3
14	Recruiting international postgraduate researchers. Asia Pacific Journal of Marketing and Logistics, 2019, 32, 281-298.	3.2	1
15	Role of Social Media Marketing Activities in Creating University Brand Image and Reputation: The Mediating Role of Customer Value Co-creation Behavior. , 2019, , .		4
16	Information sought by prospective students from social media electronic word-of-mouth during the university choice process. Journal of Higher Education Policy and Management, 2019, 41, 18-34.	2.3	52
17	Enhancing university brand image and reputation through customer value co-creation behaviour. Technological Forecasting and Social Change, 2019, 138, 218-227.	11.6	94
18	Enhancing the learning effectiveness of ill-structured problem solving with online co-creation. Studies in Higher Education, 2020, 45, 2341-2355.	4.5	15

#	ARTICLE	IF	CITATIONS
19	Strategic brand management for higher education institutions with graduate degree programs: empirical insights from the higher education marketing mix. <i>Journal of Strategic Marketing</i> , 2020, 28, 225-245.	5.5	25
20	Student-staff co-creation in higher education: an evidence-informed model to support future design and implementation. <i>Journal of Higher Education Policy and Management</i> , 2020, 42, 532-546.	2.3	41
21	Understanding value in the student experience through student-staff partnerships. <i>Higher Education Research and Development</i> , 2020, 39, 940-952.	2.9	12
22	The impact of university brand identification and eWOM behaviour on students' psychological well-being: a multi-group analysis among active and passive social media users. <i>Journal of Marketing Management</i> , 2020, 36, 384-403.	2.3	29
23	Towards a framework of students' co-creation behaviour in higher education institutions. <i>International Journal of Managerial and Financial Accounting</i> , 2020, 12, 119.	0.3	17
24	Re-imagining Technology Enhanced Learning. , 2020, , .		6
25	The Co-Creative approach to digital simulation games in social science education. <i>Computers and Education</i> , 2020, 149, 103813.	8.3	24
26	Unsanctioned user-generated content: student perceptions of academic brand parody. <i>Corporate Communications</i> , 2020, 26, 365-381.	2.1	1
27	Using linguistics to inform influencer marketing in services. <i>Journal of Services Marketing</i> , 2021, 35, 222-236.	3.0	9
28	Participating anonymous online student communities and university brand relationship outcomes. <i>Cogent Business and Management</i> , 2021, 8, .	2.9	0
29	Exploiting Digital Skills in Higher Education. <i>Advances in Educational Technologies and Instructional Design Book Series</i> , 2021, , 1-20.	0.2	3
30	Real-time virtual reality co-creation: collective intelligence and consciousness for student engagement and focused attention within online communities. <i>Interactive Learning Environments</i> , 2023, 31, 3422-3435.	6.4	11
31	The Role of Value co-Creation in the Happiness of the Students. <i>Journal of Promotion Management</i> , 2021, 27, 900-920.	3.4	7
32	Key Factors in the Selection of an Educational Tourism Destination*. , 2021, , 1-36.		2
33	Getting Granular- Uncovering Actionable Insights for Effective Social Media Management in the Higher Education Sector. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2023, 35, 468-493.	1.6	1
34	CO-CREATION APPLIED TO INNOVATION FOR BRANDING ONLINE DISTANCE EDUCATION. <i>Turkish Online Journal of Distance Education</i> , 0, , 295-306.	1.0	1
35	What's in a Name? Unpacking Students' Roles in Higher Education through Neoliberal and Social Justice Lenses. <i>Teaching and Learning Inquiry</i> , 2019, 7, 73-89.	0.4	13
36	Recruitment and mobility of international students: spotlight on a Chinese university. <i>Globalisation, Societies and Education</i> , 0, , 1-14.	2.6	3

#	ARTICLE	IF	CITATIONS
37	You are what you communicate: on the relationships among university brand personality, identification, student participation, and citizenship behaviour. <i>Journal of Marketing for Higher Education</i> , 0, , 1-22.	3.2	7
39	A successful longitudinal graduate tracking system for monitoring Australian medical school graduate outcomes. <i>Rural and Remote Health</i> , 0, , .	0.5	1
40	Factors Influencing Co-creation between Professors and Students in Higher Education for Business Professionals. <i>IEEJ Transactions on Electronics, Information and Systems</i> , 2016, 136, 1726-1733.	0.2	0
41	Value Co-Creation in Faculty-Led Study Abroad Programs. <i>Advances in Higher Education and Professional Development Book Series</i> , 2016, , 325-348.	0.2	2
42	Exploring The Impact Of Universities' Digital Advancement On Students' Perceptions _ A Driver of Reputation and WOM behavior?. , 2017, , .		0
43	Co-Creation in PBL Project Work. , 2017, , 67-82.		1
44	Designing Short-Term, Faculty-Led Study Abroad Programs. <i>Advances in Higher Education and Professional Development Book Series</i> , 2020, , 57-79.	0.2	0
45	Putting a Brave Face on it: Social Media Technologies and Disruptive Innovation. , 2020, , 79-99.		0
47	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.	4.7	27
48	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.	2.6	18
49	Reporting the Social Value Generated by European Universities for Stakeholders: Applicability of the Global Reporting Initiative Model. <i>Frontiers in Psychology</i> , 2021, 12, .	2.1	3
50	Avenues for Authentic Learning in Engineering Education through Reflection and Co-Creation. , 2022, , .		0
51	Social Networks Marketing, Value Co-Creation, and Consumer Purchase Behavior: Combining PLS-SEM and NCA. <i>Journal of Risk and Financial Management</i> , 2022, 15, 440.	2.3	8
52	The role of website features in creating value co-creation behaviors and enhancing the brand image and reputation of higher education institutions. <i>Interactive Technology and Smart Education</i> , 2024, 21, 21-43.	5.6	3
53	Understanding customers hospital experience and value co-creation behavior. <i>TQM Journal</i> , 2022, 34, 1860-1876.	3.3	12
54	Strategies, benefits and barriers" a systematic literature review of student co-creation in higher education. <i>Journal of Marketing for Higher Education</i> , 0, , 1-25.	3.2	4
55	The role of website features in the branding of higher education institutions. <i>Journal of Applied Research in Higher Education</i> , 2023, 15, 1392-1406.	1.9	1
56	Social media marketing for student recruitment: an algorithmically sequenced literature review. <i>Journal of Marketing for Higher Education</i> , 0, , 1-23.	3.2	1

#	ARTICLE	IF	CITATIONS
57	The role of user experience and co-creation in measuring the success of digital services in higher education. Behaviour and Information Technology, 0, , 1-22.	4.0	0
58	Why confidence leads to swifter tertiary education choices: A qualitative study of the international tertiary education industry of Australia. Heliyon, 2023, 9, e17484.	3.2	0
59	How to Measure Co-Creation in the Digital Environment of Higher Education?. , 2023, , .		0
60	Studentâ€™s Co-Creation Behavior in a Business and Economic Bachelorâ€™s Degree in Italy: Influence of Perceived Service Quality, Institutional Image, and Loyalty. Sustainability, 2023, 15, 8920.	3.2	2
61	Exploring determinants of social media addiction in higher education through the integrated lenses of technology acceptance model (TAM) and usage habit. Journal of Applied Research in Higher Education, 0, , .	1.9	4
62	Artificial Intelligence and the Value Co-Creation Process in Higher Education Institutions. International Journal of Human-Computer Interaction, 0, , 1-17.	4.8	0
63	Enhancing education service outcomes through value co-creation. Baltic Journal of Management, 0, , .	2.2	0
64	Branding in higher education: a bibliometric analysis and research agenda. Journal of Marketing for Higher Education, 0, , 1-24.	3.2	1
65	Unpacking the value sought by Chinese international students in UK higher education. Studies in Higher Education, 0, , 1-20.	4.5	0