

# Consumer Brand Engagement in Social Media: Conceptual Validation

Journal of Interactive Marketing

28, 149-165

DOI: [10.1016/j.intmar.2013.12.002](https://doi.org/10.1016/j.intmar.2013.12.002)

Citation Report

#	ARTICLE	IF	CITATIONS
1	Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. <i>Journal of Brand Management</i> , 2014, 21, 495-515.	3.5	297
2	Effect of Gen Y's Affective Attitudes Towards Facebook Marketing Communications in South Africa. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2015, 68, 1-27.	1.4	8
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