Examining the drivers and brand performance implicat[ions] brands in the social media environment

Citation Report

#	ARTICLE	IF	CITATIONS
1	Engagement in Motion: Exploring Short Term Dynamics in Page-Level Social Media Metrics. , 2014, , .		3
2	Optimizing Digital Marketing for Generation Y: An Investigation of Developing Online Market in Bangladesh. International Business Research, 2015, 8, .	0.2	5
3	Consumer Expectation from Online Retailers in Developing E-commerce Market: An Investigation of Generation Y in Bangladesh. International Business Research, 2015, 8, .	0.2	7
4	Relationship Maintenance on Social Media: An Examination of Personified Brand Charactersâ€™ Twitter Accounts. International Journal of Marketing Studies, 2015, 7, .	0.2	0
5	Promoting sales of online games through customer engagement. Electronic Commerce Research and Applications, 2015, 14, 241-250.	2.5	152
6	Testing a conceptual model of Facebook brand page communities. Journal of Research in Interactive Marketing, 2015, 9, 239-258.	7.2	34
7	Cultivating group-oriented travel behaviour to major events: assessing the importance of customer-perceived value, enduring event involvement and attitude towards the host destination. Journal of Marketing Management, 2015, 31, 1065-1089.	1.2	23
8	A Framework for Categorizing Social Media Posts. SSRN Electronic Journal, 0, , .	0.4	2
9	Journal of Brand Management â€“ Year end review 2016. Journal of Brand Management, 2016, 23, 601-611.	2.0	14
10	An integrated model of customer-brand engagement: Drivers and consequences. Journal of Brand Management, 2016, 23, 119-136.	2.0	159
11	Consumer behavior in social commerce: A literature review. Decision Support Systems, 2016, 86, 95-108.	3.5	385
13	Wine on Facebook: A Look at Millennialsâ€™ Wine Information Search. , 2016, , 13-29.		6
14	The transpiring journey of customer engagement research in marketing. Management Decision, 2016, 54, 2008-2034.	2.2	136
15	The impact of external social and internal personal forces on consumersâ€™ brand community engagement on Facebook. Journal of Product and Brand Management, 2016, 25, 409-423.	2.6	70
16	Interactive brand experience pathways to customer-brand engagement and value co-creation. Journal of Product and Brand Management, 2016, 25, 402-408.	2.6	120
18	Brand Pages as a Communication Tool: A State of the Art and a Research Agenda. , 2016, , 169-188.		1
20	A Hierarchical Model of Perceived Value of Group-Oriented Travel Experiences to Major Events and its Influences on Satisfaction and Future Group-Travel Intentions. Journal of Travel and Tourism Marketing, 2016, 33, 1251-1267.	3.1	16
21	Complaint-handling as antecedent of customer engagement: do consumer characteristics matter?. Marketing Intelligence and Planning, 2017, 35, 277-295.	2.1	18

#	ARTICLE	IF	CITATIONS
22	The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. Telematics and Informatics, 2017, 34, 96-109.	3.5	314
23	A framework for categorizing social media posts. Cogent Business and Management, 2017, 4, 1284390.	1.3	52
24	Promoting Technological Innovations: Towards an Integration of Traditional and Social Media Communication Channels. Lecture Notes in Computer Science, 2017, , 256-273.	1.0	6
25	Go with the flow: engineering flow experiences for customer engagement value creation in branded social media environments. Journal of Brand Management, 2017, 24, 334-348.	2.0	39
26	The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. Journal of Product and Brand Management, 2017, 26, 282-293.	2.6	102
27	Social presence and customer brand engagement on Facebook brand pages. Journal of Product and Brand Management, 2017, 26, 262-281.	2.6	73
28	Antecedents of social media usage and performance benefits in small- and medium-sized enterprises (SMEs). Journal of Enterprise Information Management, 2017, 30, 383-399.	4.4	144
29	Proposing to your fans: Which brand post characteristics drive consumer engagement activities on social media brand pages?. Electronic Commerce Research and Applications, 2017, 26, 23-34.	2.5	106
30	Antecedents and outcomes of online brand engagement. Online Information Review, 2017, 41, 985-1005.	2.2	93
31	Designing social commerce platforms based on consumers' intentions. Behaviour and Information Technology, 2017, 36, 1308-1327.	2.5	57
32	Factors influencing users' subjective well-being: an empirical study based on shared bicycles in China. Information Discovery and Delivery, 2017, 45, 202-211.	1.6	11
33	Customer engagement with tourism social media brands. Tourism Management, 2017, 59, 597-609.	5.8	473
34	Popularity of digital products in online social tagging systems. Journal of Brand Management, 2017, 24, 105-127.	2.0	1
35	Women in business and social media: Implications for female entrepreneurship in emerging countries. African Journal of Business Management, 2017, 11, 316-326.	0.4	37
36	How do different types of customer engagement affect important relationship marketing outcomes? An empirical analysis. Journal of Customer Behavior, 2017, 16, 111-144.	0.0	11
37	Investigating the role of identification for social networking Facebook brand pages. Computers in Human Behavior, 2018, 84, 141-152.	5.1	21
38	Customer brand co-creation behavior: conceptualization and empirical validation. Marketing Intelligence and Planning, 2018, 36, 334-348.	2.1	57
39	Brand Actions on Social Media: Direct Effects on Electronic Word of Mouth (eWOM) and Moderating Effects of Brand Loyalty and Social Media Usage Intensity. Journal of Relationship Marketing, 2018, 17, 52-70.	2.8	14

#	Article	IF	Citations
40	Actor engagement valence. Journal of Service Management, 2018, 29, 491-516.	4.4	35
41	The relative influence of functional versus imagery beliefs on brand sensitivity in B2B professional services. Industrial Marketing Management, 2018, 72, 26-36.	3.7	32
42	Influence of WOM and content type on online engagement in consumption communities. Online Information Review, 2018, 42, 161-175.	2.2	23
43	Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. Journal of Advertising, 2018, 47, 38-54.	4.1	384
44	The impact of Facebook experience on consumers' behavioral Brand engagement. Journal of Research in Interactive Marketing, 2018, 12, 164-192.	7.2	49
45	Consequences of customer engagement and customer self-brand connection. Journal of Services Marketing, 2018, 32, 387-399.	1.7	124
46	Knowledge mapping of social commerce research: a visual analysis using CiteSpace. Electronic Commerce Research, 2018, 18, 837-868.	3.0	96
47	Customer engagement behaviours in social media: capturing innovation opportunities. Journal of Services Marketing, 2018, 32, 83-94.	1.7	193
48	Engagement in sports virtual brand communities. Journal of Business Research, 2018, 89, 273-279.	5.8	42
49	Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. Journal of Business Research, 2018, 88, 388-396.	5.8	285
50	How advertising in offline media drives reach of and engagement with brands on Facebook. International Journal of Advertising, 2018, 37, 785-805.	4.2	20
51	Trust and commitment within a virtual brand community: The mediating role of brand relationship quality. Information and Management, 2018, 55, 939-955.	3.6	109
53	Consumer engagement in online brand communities: a solicitation of congruity theory. Internet Research, 2018, 28, 23-45.	2.7	230
54	Social vs traditional media communication: brand origin associations strike a chord. Journal of Research in Interactive Marketing, 2018, 12, 2-21.	7.2	29
56	Antecedents and consequences of the process of customer engagement through social media: an integrated conceptual framework. International Journal of Electronic Business, 2018, 14, 1.	0.2	11
57	Bike sharing and users' subjective well-being: An empirical study in China. Transportation Research, Part A: Policy and Practice, 2018, 118, 14-24.	2.0	58
58	Seriously Engaged Consumers: Navigating Between Work and Play in Online Brand Communities. Journal of Interactive Marketing, 2018, 44, 29-42.	4.3	24
59	Dynamics and drivers of customer engagement: within the dyad and beyond. Journal of Service Management, 2018, 29, 443-467.	4.4	81

#	ARTICLE	IF	CITATIONS
60	Using social media for competitive business outcomes. Journal of Advances in Management Research, 2018, 15, 211-235.	1.6	44
61	How to keep brand fan page followers? The lens of person-environment fit theory. Information Technology and People, 2018, 31, 927-947.	1.9	18
62	Social media users' share intention and subjective well-being. Online Information Review, 2018, 42, 784-801.	2.2	37
63	Brand community relationships transitioning into brand relationships: Mediating and moderating mechanisms. Journal of Retailing and Consumer Services, 2018, 45, 64-73.	5.3	52
64	The levers of engagement: an exploration of governance in an online brand community. Journal of Brand Management, 2019, 26, 240-254.	2.0	21
65	Understanding brand fan page followers' discontinuance motivations: A mixed-method study. Information and Management, 2019, 56, 94-108.	3.6	29
66	Enhancing brand relationship performance through customer participation and value creation in social media brand communities. Journal of Retailing and Consumer Services, 2019, 50, 333-341.	5.3	120
67	Factors Influencing Customer Engagement in Social Commerce Websites: A Systematic Literature Review. Journal of Theoretical and Applied Electronic Commerce Research, 2019, 14, 0-0.	3.1	51
68	Estudio de los Beneficios Percibidos por los Usuarios a través de su Experiencia en las Redes Sociales Hoteleras. Informacion Tecnologica (discontinued), 2019, 30, 97-108.	0.1	1
69	The Effect of Brand Experience on Customers' Engagement Behavior within the Context of Online Brand Communities: The Impact on Intention to Forward Online Company-generated Content. Sustainability, 2019, 11, 4649.	1.6	10
70	The more the better? Exploring the effects of reviewer social networks on online reviews. Journal of Marketing Management, 2019, 35, 1667-1688.	1.2	4
71	Role of Social Media Marketing Activities (SMMAs) in Apparel Brands Customer Response: A Moderated Mediation Analysis. Sustainability, 2019, 11, 5167.	1.6	24
72	An integrated model of social media brand engagement. Computers in Human Behavior, 2019, 96, 196-206.	5.1	120
73	Why do consumers use Facebook brand pages? A case study of a leading fast-food brand fan page in Egypt. Journal of Global Scholars of Marketing Science, 2019, 29, 293-310.	1.4	18
74	Datasets for Business and Consumer Analytics. , 2019, , 965-987.		2
75	Consumer Behaviour and Marketing Fundamentals for Business Data Analytics. , 2019, , 119-162.		1
76	Clustering Consumers and Cluster-Specific Behavioural Models. , 2019, , 235-267.		0
77	Brand Fan Pages experience and strength as antecedents to engagement and intensity of use to achieve HEIS' brand loyalty. Journal of Marketing for Higher Education, 2019, 29, 102-120.	2.3	21

#	ARTICLE	IF	CITATIONS
78	Facebook brand community bonding: The direct and moderating effect of value creation behaviour. Electronic Commerce Research and Applications, 2019, 35, 100850.	2.5	25
79	Consumers' online brand-related activities (COBRAs) on SNS brand pages. European Journal of Marketing, 2019, 53, 1833-1853.	1.7	40
80	Achieving customer engagement with social media: A qualitative comparative analysis approach. Journal of Business Research, 2019, 101, 59-69.	5.8	65
81	When will consumers be ready? A psychological perspective on consumer engagement in social media brand communities. Internet Research, 2019, 29, 704-724.	2.7	50
82	Social media engagement behavior. European Journal of Marketing, 2019, 53, 2213-2243.	1.7	228
83	Consumer psychological motivations to customer brand engagement: a case of brand community. Journal of Consumer Marketing, 2019, 36, 168-177.	1.2	53
84	Technology push without a patient pull. European Journal of Marketing, 2019, 53, 1701-1732.	1.7	24
85	Customer engagement with brands in social media platforms. European Journal of Marketing, 2019, 53, 1733-1758.	1.7	36
86	Consumer engagement on Twitter: perceptions of the brand matter. European Journal of Marketing, 2019, 53, 1905-1933.	1.7	60
87	Social Media Communications and Marketing Strategy: A Taxonomical Review of Potential Explanatory Approaches. Journal of Internet Commerce, 2019, 18, 73-90.	3.5	18
88	Brand engagement without brand ownership: a case of non-brand owner community members. Journal of Product and Brand Management, 2019, 28, 216-230.	2.6	65
89	Customer engagement, non-transactional behaviors and experience in services. International Journal of Bank Marketing, 2019, 37, 730-754.	3.6	41
90	Extending a Festival's Social Atmosphere Online: The Case of Fotografia Europea. Advances in Culture, Tourism and Hospitality Research, 2019, , 277-289.	0.3	0
91	The time-varying effectiveness of customer engagement in social media. International Journal of Internet Marketing and Advertising, 2019, 13, 338.	0.1	0
92	The role of consumer-brand engagement towards driving brand loyalty. Journal of Modelling in Management, 2019, 14, 987-1005.	1.1	24
93	Friends with benefits. European Business Review, 2019, 31, 947-969.	1.9	8
94	Mediating model of brand equity and its application. Spanish Journal of Marketing - ESIC, 2019, 23, 295-318.	2.7	7
95	Understanding customer brand engagement in user-initiated online brand communities: antecedents and consequences. Journal of Product and Brand Management, 2019, 30, 360-376.	2.6	21

#	ARTICLE	IF	CITATIONS
96	Social commerce as social networking. Journal of Retailing and Consumer Services, 2019, 47, 307-321.	5.3	58
97	Consumers' engagement with social media activation campaigns: Construct conceptualization and scale development. Psychology and Marketing, 2019, 36, 376-394.	4.6	40
98	Feel the VIBE: Examining value-in-the-brand-page-experience and its impact on satisfaction and customer engagement behaviours in mobile social media. Journal of Retailing and Consumer Services, 2019, 46, 149-162.	5.3	111
99	S-D logicâ€"informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. Journal of the Academy of Marketing Science, 2019, 47, 161-185.	7.2	526
100	The role of live streaming in building consumer trust and engagement with social commerce sellers. Journal of Business Research, 2020, 117, 543-556.	5.8	476
101	Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. Journal of Retailing and Consumer Services, 2020, 53, 101742.	5.3	469
102	Community building as an effective user engagement strategy: A case study in academic libraries. Journal of the Association for Information Science and Technology, 2020, 71, 208-220.	1.5	10
103	The effect of brand personality self-congruity on brand engagement and purchase intention: The moderating role of self-esteem in Facebook. Current Psychology, 2020, 39, 2116-2128.	1.7	32
104	The relationship between the firm's social media strategy and the consumers' engagement behavior in aviation. Managerial and Decision Economics, 2020, 41, 234-249.	1.3	9
105	FsQCA versus regression: The context of customer engagement. Journal of Retailing and Consumer Services, 2020, 52, 101929.	5.3	63
106	Customer Participation in Virtual Communities for Local High Streets. Journal of Retailing and Consumer Services, 2020, 54, 102025.	5.3	22
107	The impact of destination brand authenticity and destination brand self-congruence on tourist loyalty: The mediating role of destination brand engagement. Journal of Destination Marketing & Management, 2020, 15, 100402.	3.4	87
108	Initiating actor engagement with novel products. Marketing Theory, 2020, 20, 299-319.	1.7	3
109	Brand engagement in selfâ€concept and consumer engagement in social media: The role of the source. Psychology and Marketing, 2020, 37, 457-465.	4.6	77
110	Drivers of brand community engagement. Journal of Retailing and Consumer Services, 2020, 54, 101949.	5.3	68
111	The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. Telematics and Informatics, 2020, 46, 101321.	3.5	142
112	The missing link in the promotion of customer engagement: the roles of brand fan page attractiveness and agility. Internet Research, 2020, 31, 587-612.	2.7	13
113	Expanding customer engagement: the role of negative engagement, dual valences and contexts. European Journal of Marketing, 2020, 54, 1469-1499.	1.7	77

#	Article	IF	Citations
114	Consumer engagement in social media: scale comparison analysis. Journal of Product and Brand Management, 2020, 29, 491-503.	2.6	31
115	Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions. Journal of Research in Interactive Marketing, 2020, 14, 239-268.	7.2	83
116	The value disruption of uncivil other-customers during online service recovery. Journal of Services Marketing, 2020, 34, 483-498.	1.7	18
117	The influence of perceived social media marketing elements on consumerâ€"brand engagement and brand knowledge. Asia Pacific Journal of Marketing and Logistics, 2020, 32, 695-720.	1.8	127
118	Utilization and effectiveness of social media message strategy: how B2B brands differ from B2C brands. Journal of Business and Industrial Marketing, 2020, 35, 721-740.	1.8	26
119	The growing complexity of customer engagement: a systematic review. EuroMed Journal of Business, 2020, 15, 167-203.	1.7	72
120	Exploring the components of brand equity amid declining ticket sales in Major League Baseball. Journal of Marketing Analytics, 2020, 8, 149-164.	2.2	2
121	Driving consumerâ€"brand engagement and co-creation by brand interactivity. Marketing Intelligence and Planning, 2020, 38, 523-541.	2.1	70
122	Commitment is an act, not a word: Examining membersâ€™ commitment to travel-related online communities. International Journal of Hospitality Management, 2020, 91, 102689.	5.3	11
123	Knowledge sharing behaviors in social media. Technology in Society, 2020, 63, 101426.	4.8	18
124	Engaging customers with hospitality brands in social commerce activities. Journal of Hospitality and Tourism Technology, 2020, 11, 627-642.	2.5	4
125	Social media brand engagement in the context of collaborative consumption: the case of AIRBNB. Journal of Brand Management, 2020, 27, 645-661.	2.0	34
126	Millennialsâ€™ Uses and Gratifications on LinkedIn: Implications for Recruitment and Retention. International Journal of Business Communication, 2023, 60, 560-586.	1.4	6
127	Digital promotional strategies for multi-brand retail fashion stores in India. Journal of Statistics and Management Systems, 2020, 23, 215-230.	0.3	1
128	Celebrity endorsements for luxury brands: followers vs. non-followers on social media. International Journal of Advertising, 2020, 39, 802-823.	4.2	21
129	Enhancing Marketing Performance Through Enterprise-Initiated Customer Engagement. Sustainability, 2020, 12, 3931.	1.6	9
130	See now, act now: How to interact with customers to enhance social commerce engagement?. Information and Management, 2020, 57, 103324.	3.6	137
131	How does social support promote consumers' engagement in the social commerce community? The mediating effect of consumer involvement. Information Processing and Management, 2020, 57, 102272.	5.4	46

#	Article	IF	Citations
132	Examining the Antecedents of Brand Engagement of Tourists Based on the Theory of Value Co-Creation. Sustainability, 2020, 12, 1958.	1.6	10
133	Building Brand Community Relationships on Facebook Fan Pages: The Role of Perceived Interactivity. International Journal of Electronic Commerce, 2020, 24, 211-231.	1.4	33
134	Understanding drivers and outcomes of lurking vs. posting engagement behaviours in social media-based brand communities. Journal of Marketing Management, 2020, 36, 660-681.	1.2	38
135	The satisfaction of tourists using bicycle sharing: a structural equation model - the case of Hangzhou, China. Journal of Sustainable Tourism, 2020, 28, 1063-1082.	5.7	28
136	An empirical study of brand microblog users' unfollowing motivations: The perspective of push-pull-mooring model. International Journal of Information Management, 2020, 52, 102066.	10.5	49
137	Promoting Consumer Engagement in Online Communities through Virtual Experience and Social Identity. Sustainability, 2020, 12, 855.	1.6	13
138	The effects of benefit-driven commitment on usage of social media for shopping and positive word-of-mouth. Journal of Retailing and Consumer Services, 2020, 55, 102094.	5.3	49
139	Exploring the interplay between customer perceived brand value and customer brand co-creation behaviour dimensions. Journal of Brand Management, 2020, 27, 466-480.	2.0	30
140	Intentional vs. unintentional influences of social media friends. Electronic Commerce Research and Applications, 2020, 42, 100979.	2.5	10
141	Role of brand experience and brand affect in creating brand engagement: a case of higher education institutions (HEIs). Journal of Marketing for Higher Education, 2021, 31, 107-135.	2.3	12
142	Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management, 2021, 59, 102168.	10.5	637
143	The depth of brand engagement funnel: dimensionalizing interaction in social media brand communities. Qualitative Market Research, 2021, 24, 200-220.	1.0	6
144	Brand personality in cultural tourism through social media. Tourism Review, 2021, 76, 164-183.	3.8	23
145	Engaging Gen Y Customers in Online Brand Communities: A Cross-National Assessment. International Journal of Information Management, 2021, 56, 102252.	10.5	36
146	Examining the mediating role of social interactivity between customer engagement and brand loyalty. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 1139-1158.	1.8	28
147	The impact of smart connectivity features on customer engagement in electric vehicles. Sustainable Production and Consumption, 2021, 26, 203-212.	5.7	16
148	Customer engagement behaviour on social commerce platforms: An empirical study. Technology in Society, 2021, 64, 101437.	4.8	89
149	Building relational worth in an online social community through virtual structural embeddedness and relational embeddedness. Technological Forecasting and Social Change, 2021, 162, 120350.	6.2	17

#	ARTICLE	IF	CITATIONS
150	Company versus consumer performance: does brand community identification foster brand loyalty and the consumerâ€™s personal brand?. Journal of Brand Management, 2021, 28, 8-31.	2.0	23
151	A netnographical approach to typologizing customer engagement and corporate misconduct. Journal of Retailing and Consumer Services, 2021, 59, 102366.	5.3	14
152	Predicting subjective well-being among mHealth users: a readiness â€“ value model. International Journal of Information Management, 2021, 56, 102247.	10.5	16
153	Assessing the influence of goal pursuit and emotional attachment on customer engagement behaviors. Journal of Retailing and Consumer Services, 2021, 59, 102355.	5.3	38
154	Driving COBRAs: the power of social media marketing. Marketing Intelligence and Planning, 2021, 39, 361-376.	2.1	36
155	Mapping methods of research on consumer engagement with brands on social media: A literature review. Methodological Innovations, 2021, 14, 205979912098538.	0.5	7
156	Antecedents of smartphone brand switching: a pushâ€“pullâ€“mooring framework. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 1596-1614.	1.8	39
157	The Effect of Servicescape on Customer Engagement: The Mediating Role of Customer Experience. Journal of Quality Assurance in Hospitality and Tourism, 2022, 23, 318-344.	1.7	8
158	The effects of cultural distance on online brand popularity. Journal of Brand Management, 2021, 28, 302-324.	2.0	3
159	Understanding rural Chinese consumersâ€™ behavior: A stimulusâ€“organismâ€“response (S-O-R) perspective on Huaweiâ€™s brand loyalty in China. Cogent Business and Management, 2021, 8, .	1.3	18
160	Building brands through internal stakeholder engagement and co-creation. Journal of Product and Brand Management, 2021, 30, 806-818.	2.6	14
161	Social media usage in business decision-making: the case of Malaysian small hospitality organisations. Asia-Pacific Journal of Business Administration, 2021, 13, 272-289.	1.5	12
162	Smart Community Service Brand Functional Value and Sustainable Brand Relationshipâ€"The Mediating Role of Customer Emotional Cognition. Sustainability, 2021, 13, 1833.	1.6	4
163	Investigating brand community engagement and evangelistic tendencies on social media. Journal of Product and Brand Management, 2022, 31, 16-28.	2.6	27
164	A Social Media Mining and Ensemble Learning Model: Application to Luxury and Fast Fashion Brands. Information (Switzerland), 2021, 12, 149.	1.7	0
165	The impact of perceived brand interactivity on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement. Journal of Product and Brand Management, 2022, 31, 96-109.	2.6	10
166	How less congruent new products drive brand engagement: The role of curiosity. Journal of Business Research, 2021, 127, 13-24.	5.8	22
167	The role of customer engagement in cultivating relationships with automotive Facebook brand pages. Online Information Review, 2021, 45, 1362-1380.	2.2	8

#	ARTICLE	IF	CITATIONS
168	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
169	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
170	Understanding the antecedents and outcomes of brand community-swinging in a poly-social-media context: a perspective of channel complementarity theory. Asia Pacific Journal of Marketing and Logistics, 2022, 34, 506-523.	1.8	10
171	Augmenting brand community identification for inactive users: a uses and gratification perspective. Journal of Research in Interactive Marketing, 2021, 15, 361-385.	7.2	36
172	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
173	Trajectory and Research Opportunities on Consumer Brand Engagement in Social Networking Sites. Journal of Internet Commerce, 2021, 20, 479-507.	3.5	5
174	Brand loyalty in online brand communities in Malaysia: A Uses and Gratifications perspective. Rivista Di Filologia Classica, 2021, 1, 2-21.	0.2	0
175	It makes a difference! Impact of social and personal message appeals on engagement with sponsored posts. Journal of Research in Interactive Marketing, 2021, 15, 641-660.	7.2	23
176	Collaborative consumption: An investigation into the secondary sneaker market. International Journal of Consumer Studies, 2022, 46, 763-780.	7.2	11
177	Toward better purchase decision-performance: Linking person-environment fit to explorative and exploitative use of branded applications. Electronic Commerce Research and Applications, 2021, 48, 101063.	2.5	9
178	Why doesn't our value creation payoff: Unpacking customer analytics-driven value creation capability to sustain competitive advantage. Journal of Business Research, 2021, 131, 287-296.	5.8	35
179	Factors Driving Social Media Engagement on Instagram: Evidence from an Emerging Market. Journal of Global Marketing, 2022, 35, 169-191.	2.0	12
180	Conceptualising and measuring social media engagement: A systematic literature review. Italian Journal of Marketing, 2021, 2021, 267-292.	1.5	30
181	Online brand communication and building brand trust: social information processing theory perspective. Global Knowledge, Memory and Communication, 2021, ahead-of-print, .	0.9	6
182	The dual concept of consumer value in social media brand community: A trust transfer perspective. International Journal of Information Management, 2021, 59, 102319.	10.5	65
183	The influence of social media marketing activities on consumer engagement and brand knowledge in the culinary business in Indonesia. International Journal of Research in Business and Social Science, 2021, 10, 34-45.	0.1	2
184	Factors Influencing Engagement in Fashion Brands' Instagram Posts. Fashion Practice, 2022, 14, 99-123.	0.4	12
185	Customer Relationships, Privacy, and Security in Social Commerce. Journal of Computer Information Systems, 2022, 62, 642-654.	2.0	4

#	ARTICLE	IF	CITATIONS
186	Investigating the impact of digital influencers on consumer decision-making and content outreach: using dual AISAS model. Economic Research-Ekonomska Istrazivanja, 2022, 35, 1183-1210.	2.6	15
187	Social media influencers, product placement and network engagement: using AI image analysis to empirically test relationships. Industrial Management and Data Systems, 2021, 121, 2387-2410.	2.2	17
188	Building brand loyalty on social media: theories, measurements, antecedents, and consequences. Journal of Brand Management, 2022, 29, 35-57.	2.0	9
189	Untying the Influence of Green Brand Authenticity on Electronic Word-of-Mouth Intention: A Moderation–Mediation Model. Frontiers in Psychology, 2021, 12, 724452.	1.1	16
190	The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network. Young Consumers, 2022, 23, 197-212.	2.3	10
191	How do experiences enhance brand relationship performance and value co-creation in social commerce? The role of consumer engagement and self brand-connection. Technological Forecasting and Social Change, 2021, 171, 120952.	6.2	54
192	Engagement of Ethnic-Minority Consumers with Electronic Word of Mouth (eWOM) on Social Media: The Pivotal Role of Intercultural Factors. Journal of Theoretical and Applied Electronic Commerce Research, 2021, 16, 2608-2632.	3.1	19
193	Chatbot for Online Customer Service. Advances in E-Business Research Series, 2021, , 16-31.	0.2	13
194	Consumer engagement within retail communication channels: an examination of online brand communities and digital content marketing initiatives. European Journal of Marketing, 2021, 55, 1411-1439.	1.7	46
196	Power relations within brand management: the challenge of social media. Journal of Brand Management, 2018, 25, 85-92.	2.0	9
197	The impact of relational drivers on customer brand engagement and brand outcomes. Journal of Brand Management, 2020, 27, 561-578.	2.0	32
198	Clustering Consumers Based on Trust, Confidence and Giving Behaviour: Data-Driven Model Building for Charitable Involvement in the Australian Not-For-Profit Sector. PLoS ONE, 2015, 10, e0122133.	1.1	15
199	Search engine marketing and social media marketing predictive trends. Journal of Digital Media and Policy, 2022, 13, 407-425.	0.2	19
200	Risk Factors That Leading to Cost and Time Overrun in Mega Construction Projects in Malaysia. ABC Research Alert, 2018, 6, .	0.1	3
201	The Role of Demographic Factors in Consumer Perception of Value from Brand Communication on Facebook. Central European Business Review, 2020, 9, 56-73.	0.9	4
202	Social Media Engagement: Content Strategy and Metrics Research Opportunities. , 2018, , .		13
203	SHORT FOOD SUPPLY CHAINS FROM A SOCIAL MEDIA MARKETING PERSPECTIVE: A CONSUMER-ORIENTED STUDY IN SPAIN. New Medit, 2019, 18, 79-90.	0.3	9
204	THE EFFECT OF CUSTOMER EMPOWERMENT AND CUSTOMER ENGAGEMENT ON MARKETING PERFORMANCE: THE MEDIATING EFFECT OF BRAND COMMUNITY MEMBERSHIP. Business: Theory and Practice, 2020, 21, 30-38.	0.8	40

#	ARTICLE	IF	CITATIONS
205	Customer Engagement. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 163-176.	0.7	2
206	The Impact of Perception Related Social Media Marketing Applications on Consumersâ€™ Brand Loyalty and Purchase Intention. Emerging Markets Journal, 2019, 9, 88-100.	0.3	27
207	The Drivers and Outcomes of Customer Engagement in Brand Communities: Review and Future Research. Journal of Management Research, 2019, 19, 56.	0.2	2
208	Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry. International Journal of Academic Research in Business and Social Sciences, 2019, 9, .	0.0	19
209	Brand Co-creation in the Saudi Telecommunication Sector: Antecedents and Consequences from Customer Perspective. Journal of Economics Management and Trade, 2018, 21, 1-14.	0.3	2
210	Territorial consumer behaviors on social media: a dark side of psychological ownership. Journal of Consumer Marketing, 2021, ahead-of-print, .	1.2	4
211	Accessing the Influence of Perceived Value on Social Attachment: Developing Country Perspective. Frontiers in Psychology, 2021, 12, 760774.	1.1	18
212	Examining Customer Motivation and Its Impact on Customer Engagement Behavior in Social Media: The Mediating Effect of Brand Experience. SAGE Open, 2021, 11, 215824402110522.	0.8	7
213	Leveraging the Benefits of Fan Page. International Journal of Business Data Communications and Networking, 2014, 10, 17-45.	1.2	1
214	Development of a Measurement Instrument for Website Design Utilizing Analytic Hierarchy Process (AHP) Multi-Attribute Decision Modeling. International Journal of E-Business Research, 2015, 11, 18-30.	0.7	0
215	Creation of an Instrument to Measure Website Effectiveness Using the Analytic Hierarchy Process (AHP). , 2016, , 429-440.		2
216	An Application of Consumer-Based Brand Performance Model to Global Brands and Private Labels. Springer Proceedings in Business and Economics, 2016, , 25-33.	0.3	1
217	Engagement with Online Customers in Emerging Economies. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2017, , 184-209.	0.7	2
218	A Poisoned Chalice: Impact of Introducing a Store on Social Media Fan Pages on Customer Engagement and Product Sales. , 2018, , .		0
219	UX (User Experience)-Driven Website Design Utilizing Analytic Hierarchy Process (AHP) Multi-Attribute Decision Modeling. Advances in Logistics, Operations, and Management Science Book Series, 2018, , 121-135.	0.3	0
220	The Moderating Effect of Brand Trust on The Relationship Between Customer Brand Engagement and Brand Loyalty: A Conceptual Review. Advances in Business Research International Journal, 2020, 6, 59.	0.2	3
221	THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON PERCEIVED SERVICE QUALITY AND BRAND VALUE IN THERMAL TOURISM: A RESEARCH IN AFYONKARAHISAR. Mehmet Akif Ersoy Ãœniversitesi Ä°ktisadi Ve Ä°dari Bilimler FakÃ¼ltesi Dergisi, 2020, 7, 937-963.	0.2	1
222	Way to success: Understanding top streamer's popularity and influence from the perspective of source characteristics. Journal of Retailing and Consumer Services, 2022, 64, 102786.	5.3	99

#	ARTICLE	IF	CITATIONS
223	Friendship to Kinship. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 171-192.	0.7	1
224	Engagement With Online Customers in Emerging Economies. , 0, , 908-927.		1
225	A Conceptual Model of Drivers of Online Brand Engagement. Advances in Electronic Commerce Series, 2022, , 160-179.	0.2	0
226	Understanding consumer engagement in social media: The role of product lifecycle. Decision Support Systems, 2022, 162, 113707.	3.5	34
227	Past, present, and future of customer engagement. Journal of Business Research, 2022, 140, 439-458.	5.8	158
228	Understanding the ties between brand gender and brand engagement in online brand communities: the moderating role of consumersâ€™ biological sex. Journal of Product and Brand Management, 2022, 31, 761-779.	2.6	5
229	The Effect of Consumer Values on Engagement and Behavioral Intent: Moderating Role of Age. Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth, 2022, , 263-289.	0.3	9
230	Branded content experience in social media settings: a consumer culture theory perspective. Journal of Brand Management, 2022, 29, 225-240.	2.0	9
231	Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. Information Systems Frontiers, 0, , 1.	4.1	15
232	Is social media marketing worth it for luxury brands? The dual impact of brand page satisfaction and brand love on word-of-mouth and attitudinal loyalty intentions. Journal of Product and Brand Management, 2022, 31, 1033-1046.	2.6	19
233	PERAN ELEMEN SOCIAL MEDIA MARKETING, CONSUMER BRAND ENGAGEMENT SEBAGAI STIMULUS TERHADAP BRAND LOYALTY. Media Riset Bisnis & Manajemen, 2021, 21, 25-42.	0.0	1
234	Social media influencersâ€™ visual framing of Iran on YouTube. Tourism Recreation Research, 0, , 1-13.	3.3	10
235	An Investigation on the Influence of Blogs on Consumer Engagement Behaviour. YÃ¶netim Ve Ekonomi, 2021, 28, 695-715.	0.1	0
236	Consumer engagement in value co-creation within virtual video game communities. Management and Marketing, 2021, 16, 370-386.	0.8	3
237	Customer engagement and hotel booking intention: The mediating and moderating roles of customer-perceived value and brand reputation. International Journal of Hospitality Management, 2022, 104, 103246.	5.3	26
238	Customer engagement and social media: Revisiting the past to inform the future. Journal of Business Research, 2022, 148, 325-342.	5.8	84
239	Psychological ownership towards online brand communities driving brand engagement: a visitorsâ€™ perspective. Journal of Strategic Marketing, 2022, 30, 355-388.	3.7	2
240	Do We Need to Push Harder When Social Commerce Crosses Borders: A Cross-cultural Empirical Research. Lecture Notes in Computer Science, 2022, , 256-263.	1.0	1

#	Article	IF	Citations
242	A Forgotten Tale of Lurking Engagement and Social Media-Based Brand Communities. Journal of Internet Commerce, 0, , 1-35.	3.5	0
243	Gender Differences in the Perception of Motivations for Consumer's Online Brand-Related Activities and Their Impacts on Instagram. Marketing and Management of Innovations, 2022, 2, 86-93.	0.4	0
244	The usage of social media marketing in tourism. TuristiÄko Poslovanje, 2022, , 5-13.	0.1	1
245	Social free sampling: engaging consumer through product trial reports. Information Technology and People, 2022, ahead-of-print, .	1.9	1
246	Customer brand co-creation on social media: a systematic review. Marketing Intelligence and Planning, 2022, 40, 1038-1053.	2.1	12
247	Rethinking Sustainability Hotel Branding: The Pathways from Hotel Services to Brand Engagement. Sustainability, 2022, 14, 10138.	1.6	1
248	Trust from Information to Products: An Empirical Study on the Determinants of Choice Intention on Health Products. SSRN Electronic Journal, 0, , .	0.4	0
249	Customer engagement and sharing behaviors: Toward a contingent curvilinear perspective. Journal of Business Research, 2023, 154, 113284.	5.8	1
250	Detecting the research structure and topic trends of social media using static and dynamic probabilistic topic models. Aslib Journal of Information Management, 2023, 75, 215-245.	1.3	1
251	Boosting eWOM through Social Media Brand Page Engagement: The Mediating Role of Self-Brand Connection. Behavioral Sciences (Basel, Switzerland), 2022, 12, 411.	1.0	6
252	Factors influencing tourists' shared bicycle loyalty in Hangzhou, China. Frontiers in Psychology, 0, 13, .	1.1	0
253	New Luxury Ideologies: A Shift From Building Cultural to Social Capital. Fashion Theory, 0, , 1-25.	0.5	0
254	Hardcore viewer engagement and social exchange with streamers and their digital live streaming communities. Qualitative Market Research, 2023, 26, 37-57.	1.0	3
255	The interaction effect of emoji and social media content on consumer engagement: A mixed approach on peer-to-peer accommodation brands. Tourism Management, 2023, 96, 104696.	5.8	17
256	Social media engagement and real-time marketing: Using net-effects and set-theoretic approaches to understand audience and content-related effects. Psychology and Marketing, 2023, 40, 497-515.	4.6	5
257	Social media discussion forums, home country and immigrant consumer acculturation: the case of Iranian immigrants in Australia. Journal of Consumer Marketing, 2022, 40, 136.	1.2	2
258	Consumer's Online Brand-Related Activities on the Social Network Instagram: An Analytical View of the Motivation for These Activities. Marketing and Management of Innovations, 2022, 13, 164-172.	0.4	0
259	The Role of Artificial Intelligence in Interactive Marketing: Improving Customer-Brand Relationship. , 2023, , 199-217.		1

#	ARTICLE	IF	CITATIONS
260	Can the Sci-Tech Innovation Increase the Chinaâ€™s Green Brands Value?â€"Evidence from Threshold Effect and Spatial Dubin Model. Entropy, 2023, 25, 290.	1.1	1
261	Metaverse Meets Branding: Examining Consumer Responses to Immersive Brand Experiences. International Journal of Human-Computer Interaction, 0, , 1-20.	3.3	36
262	Research on the Influence Mechanism of Fashion Brandsâ€™ Crossover Alliance on Consumersâ€™ Online Brand Engagement: The Mediating Effect of Hedonic Perception and Novelty Perception. Sustainability, 2023, 15, 3953.	1.6	0
263	Do sustainability motivations drive satisfaction and engagement in the sharing economy, or is it just price and convenience? Some answers in a collaborative housing context. Journal of Hospitality and Tourism Insights, 2024, 7, 291-311.	2.2	1
264	Understanding Different Types of Followersâ€™ Engagement and the Transformation of Millennial Followers into Cosmetic Brand Evangelists. Behavioral Sciences (Basel, Switzerland), 2023, 13, 270.	1.0	1
265	Exploring international customersâ€™ luxury service experiences during the COVID-19 pandemic. Tourism and Hospitality Research, 0, , 146735842311659.	2.4	0
266	Engaging with intelligent voice assistants for wellbeing and brand attachment. Journal of Brand Management, 2023, 30, 449-460.	2.0	5
267	The Role of Community Benefits on Brand Loyalty in Automotive Social Media Brand Community. Jurnal Manajemen Teori Dan Terapan	Journal of Theory and Applied Management, 2023, 16, 1-22.	0.1	0
281	Deconstructing the Role of Consumer Engagement Within Social Media. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2023, , 320-340.	0.7	0
294	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