

Facebook versus Instagram: How perceived gratification related to the change in social media usage

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#	ARTICLE	IF	CITATIONS
1	Integrative perceived values influencing consumers' attitude and behavioral responses toward mobile location-based advertising: an empirical study in Vietnam. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 33, 275-295.	1.8	19
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4	Be creative, my friend! Engaging users on Instagram by promoting positive emotions. <i>Journal of Business Research</i> , 2021, 130, 416-425.	5.8	95
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7	The (In)Effectiveness of In-Stream Video Ads. , 2021, , 668-687.		3
8	Antecedents and consequents of user satisfaction on Instagram. <i>Marketing Intelligence and Planning</i> , 2021, 39, 687-701.	2.1	10
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14	Facebook Addiction among Afghan University Students: A Structural Equation Modelling. <i>Indian Journal of Data Communication and Networking</i> , 2021, 1, 1-9.	0.1	0
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