

CITATION REPORT

List of articles citing

Marketing with Twitter

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Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 1-39.

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#	Paper	IF	Citations
4	#naorobot. 2016,		8
3	Retweet for a Chance to Win: An analysis of what triggers consumers to engage in seeded eWOM on Twitter. <i>Journal of Marketing Management</i> , 2017, 33, 1120-1148	3.2	21
2	Political marketing with data analytics. <i>Journal of Marketing Analytics</i> , 2021, 9, 56-64	3	2
1	Building brand narratives with hashtags on Twitter. <i>Pragmatics and Cognition</i> , 2018, 25, 515-542	0.3	4