

Harold F Koenig

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10434121/publications.pdf>

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11
papers

2,773
citations

1040056

9
h-index

1281871

11
g-index

11
all docs

11
docs citations

11
times ranked

1730
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of Green Self-Identity and Cognitive and Affective Involvement on Patronage Intention in Eco-Friendly Apparel Consumption: A Gender Comparison. Sustainability, 2017, 9, 1977.	3.2	40
2	Reaching Low-Income Mothers to Improve Family Fruit and Vegetable Intake: Food Hero Social Marketing Campaign—Research Steps, Development and Testing. Nutrients, 2016, 8, 562.	4.1	35
3	Millennials and Boomers: increasing alumni affinity and intent to give by target market segmentation. International Journal of Nonprofit and Voluntary Sector Marketing, 2016, 21, 82-95.	0.8	9
4	Advancement in higher education: the role of marketing in building philanthropic giving. Journal of Marketing for Higher Education, 2014, 24, 243-256.	3.2	3
5	Building communities of philanthropy in higher education: contextual influences. International Journal of Nonprofit and Voluntary Sector Marketing, 2012, 17, 122-131.	0.8	18
6	Contextual influences: building brand community in large and small colleges. Journal of Marketing for Higher Education, 2010, 20, 69-84.	3.2	25
7	Transcendent customer experience and brand community. Journal of the Academy of Marketing Science, 2007, 35, 357-368.	11.2	323
8	Building Relationships of Brand Community in Higher Education: A Strategic Framework for University Advancement. International Journal of Educational Advancement, 2006, 6, 107-118.	0.1	52
9	Building a University Brand Community: The Long-Term Impact of Shared Experiences. Journal of Marketing for Higher Education, 2005, 14, 61-79.	3.2	60
10	Building Brand Community. Journal of Marketing, 2002, 66, 38-54.	11.3	2,156
11	University Experiences, the Student-College Relationship, and Alumni Support. Journal of Marketing for Higher Education, 2001, 10, 21-44.	3.2	52