

# Raoul V Käbler

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10613703/publications.pdf>

Version: 2024-02-01

4  
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citations

1937685

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2272923

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times ranked

203  
citing authors

#	ARTICLE	IF	CITATIONS
1	Social Media's Impact on the Consumer Mindset: When to Use Which Sentiment Extraction Tool?. Journal of Interactive Marketing, 2020, 50, 136-155.	6.2	58
2	Battle of the Brand Fans: Impact of Brand Attack and Defense on Social Media. Journal of Interactive Marketing, 2018, 43, 33-51.	6.2	60
3	The Role of the Partner Brand's Social Media Power in Brand Alliances. Journal of Marketing, 2018, 82, 25-44.	11.3	79
4	Machine Learning and Big Data. International Series in Quantitative Marketing, 2017, , 631-670.	0.5	7