

Kristine De Valck

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11232906/publications.pdf>

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9
papers

3,774
citations

1040056

9
h-index

1474206

9
g-index

10
all docs

10
docs citations

10
times ranked

2351
citing authors

#	ARTICLE	IF	CITATIONS
1	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. Journal of Marketing, 2010, 74, 71-89.	11.3	1,095
2	Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. Journal of Marketing, 2010, 74, 71-89.	11.3	872
3	The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors. Journal of Marketing Research, 2016, 53, 297-318.	4.8	693
4	Virtual communities: A marketing perspective. Decision Support Systems, 2009, 47, 185-203.	5.9	460
5	Social Commerce: A Contingency Framework for Assessing Marketing Potential. Journal of Interactive Marketing, 2013, 27, 311-323.	6.2	349
6	Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. Journal of the Academy of Marketing Science, 2020, 48, 422-448.	11.2	185
7	Satisfaction with Virtual Communities of Interest: Effect on Members' Visit Frequency. British Journal of Management, 2007, 18, 241-256.	5.0	54
8	Social Control in Online Communities of Consumption: A Framework for Community Management. Psychology and Marketing, 2015, 32, 250-264.	8.2	36
9	“Pixelize me!” Digital storytelling and the creation of archetypal myths through explicit and implicit self-brand association in fashion and luxury blogs. Research in Consumer Behavior, 2010, , 313-329.	0.3	30