

Nuno Baptista

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1019473/publications.pdf>

Version: 2024-02-01

10
papers

80
citations

1683354

5
h-index

1872312

6
g-index

10
all docs

10
docs citations

10
times ranked

53
citing authors

#	ARTICLE	IF	CITATIONS
1	Uncovering the Use of the Social Support Concept in Social Marketing Interventions for Health. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2022, 34, 1-35.	0.9	11
2	Examining social capital and online social support links: a study in online health communities facing treatment uncertainty. <i>International Review on Public and Nonprofit Marketing</i> , 2021, 18, 57-94.	1.3	11
3	The case for social support in social marketing. <i>RAUSP Management Journal</i> , 2021, 56, 295-313.	0.8	0
4	Smart and sustainable cities in the Mediterranean region : The contribution of short supply chains of food. <i>Ecocycles</i> , 2021, 7, 8-17.	0.2	0
5	Public Sector Organizations and Cocreation With Citizens: A Literature Review on Benefits, Drivers, and Barriers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2020, 32, 217-241.	0.9	22
6	Marketing in the Public Sector – Benefits and Barriers: A Bibliometric Study from 1931 to 2020. <i>Social Sciences</i> , 2020, 9, 168.	0.7	8
7	Systematic Literature Review on Global Strategy. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2020, , 243-270.	0.2	0
8	Exploring the meaning of social innovation: a categorisation scheme based on the level of policy intervention, profit orientation and geographical scale. <i>Innovation: Management, Policy and Practice</i> , 2019, 21, 379-397.	2.6	22
9	Integrated reporting stimulates strategic communication of corporate social responsibility? A marketing perspective analysis based on Maignan, Ferrell and Ferrell’s stakeholder model of corporate social responsibility in marketing. <i>Media and Jornalismo</i> , 2018, 18, 43-60.	0.1	4
10	Social Marketing and Online Social Support Structure in Contexts of Treatment Uncertainty. <i>Journal of Nonprofit and Public Sector Marketing</i> , 0, , 1-40.	0.9	2