

# Michele Ambaye

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10505528/publications.pdf>

Version: 2024-02-01

2  
papers

43  
citations

2682572

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2917675

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g-index

2  
all docs

2  
docs citations

2  
times ranked

35  
citing authors

#	ARTICLE	IF	CITATIONS
1	A marketing research tool for destination marketing organizations' logo design. Journal of Business Research, 2016, 69, 5022-5027.	10.2	38
2	Empirical evaluation of the new Haiti DMO logo: Visual aesthetics, identity and communication implications. Journal of Destination Marketing & Management, 2020, 15, 100393.	5.3	5