

Carmen Iuliana Mal

List of Publications by Year in descending order

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Version: 2024-02-01

2
papers

23
citations

3311381

1
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

13
citing authors

#	ARTICLE	IF	CITATIONS
1	The primacy of corporate brand trust for new market entrants. <i>Journal of Product and Brand Management</i> , 2023, 32, 79-92.	4.3	2
2	Through the looking glass: The factors that influence consumer trust and distrust in brands. <i>Psychology and Marketing</i> , 2018, 35, 936-947.	8.2	21