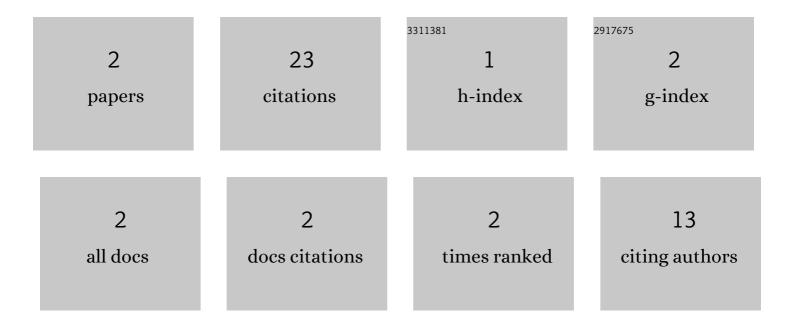
Carmen Iuliana Mal

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10583276/publications.pdf Version: 2024-02-01



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