

# Michel Phan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10767254/publications.pdf>

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4  
papers

144  
citations

1937685

4  
h-index

2272923

4  
g-index

4  
all docs

4  
docs citations

4  
times ranked

133  
citing authors

#	ARTICLE	IF	CITATIONS
1	Trading-Up Mass-Market Goods to Luxury Products. Australasian Marketing Journal, 2011, 19, 108-114.	5.4	75
2	Product Attributes' Effects on Perceived Values and Repurchase Intention in Korea, USA, and France. Journal of Global Scholars of Marketing Science, 2011, 21, 155-166.	2.0	36
3	Personality-driven luxury brand management. Journal of Brand Management, 2018, 25, 474-487.	3.5	22
4	Introduction: Social media marketing and luxury brands. Journal of Global Fashion Marketing, 2014, 5, 195-196.	3.7	11