

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