

Temí Abimbola

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11323822/publications.pdf>

Version: 2024-02-01

6
papers

187
citations

1684188

5
h-index

1588992

8
g-index

9
all docs

9
docs citations

9
times ranked

128
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand, organization identity and reputation: SMEs as expressive organizations. <i>Qualitative Market Research</i> , 2007, 10, 416-430.	1.5	84
2	Consumer Brand Equity in a Cross-cultural Replication: An Evaluation of a Scale. <i>Journal of Marketing Management</i> , 2007, 23, 157-173.	2.3	68
3	The role of branding capability for innovative companies. <i>Nankai Business Review International</i> , 2013, 4, 329-348.	1.0	11
4	Market access for developing economies: Branding in Africa. <i>Place Branding and Public Diplomacy</i> , 2006, 2, 108-117.	0.9	9
5	Brand strategy as a paradigm for marketing competitiveness. <i>Journal of Brand Management</i> , 2010, 18, 177-179.	3.5	8
6	Brand new territory: Leadership, practice and research agenda. <i>Journal of Brand Management</i> , 2009, 17, 163-164.	3.5	1