

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