

# Frans Melin

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11342422/publications.pdf>

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3  
papers

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citations

2258059

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docs citations

3  
times ranked

164  
citing authors

#	ARTICLE	IF	CITATIONS
1	The underlying dimensions of brand orientation and its impact on financial performance. <i>Journal of Brand Management</i> , 2011, 18, 394-410.	3.5	129
2	From market orientation to brand orientation in the public sector. <i>Journal of Marketing Management</i> , 2013, 29, 1099-1123.	2.3	59
3	Customer-based brand equity and human resource management image. <i>European Journal of Marketing</i> , 2016, 50, 1185-1208.	2.9	29