

# Frans Melin

## List of Publications by Year in descending order

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

Version: 2024-02-01

3  
papers

217  
citations

2258059

3  
h-index

2550090

3  
g-index

3  
all docs

3  
docs citations

3  
times ranked

164  
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer-based brand equity and human resource management image. <i>European Journal of Marketing</i> , 2016, 50, 1185-1208.	2.9	29
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	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