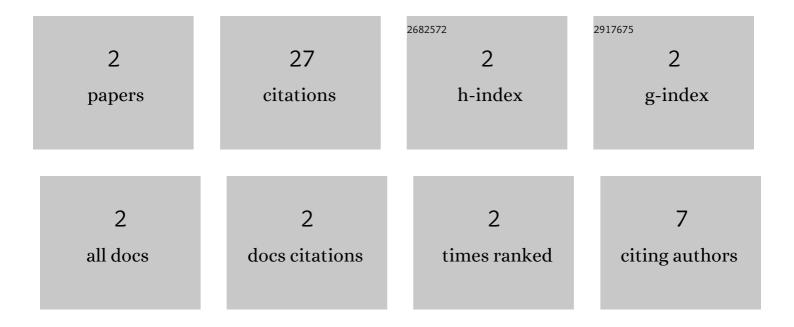
Justyna Matysiewicz

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11357973/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Echoing the golden legends: storytelling archetypes and their impact on brand perceived value. Journal of Marketing Management, 2021, 37, 437-463.	2.3	19
2	Assessing visual survey protocols to capture brand-related emotional insights. Qualitative Market Research, 2018, 21, 2-17.	1.5	8