

Justyna Matysiewicz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11357973/publications.pdf>

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2
papers

27
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

7
citing authors

#	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