

Evelyn M Winston

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11372065/publications.pdf>

Version: 2024-02-01

5
papers

98
citations

1937685

4
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

93
citing authors

#	ARTICLE	IF	CITATIONS
1	Promoting Bank Usage Habits in Africa's Savings Mobilization Programs: A Strategic Marketing Perspective. <i>Journal of Macromarketing</i> , 2021, 41, 391-410.	2.6	2
2	The Transitioning of Marketing Practices from Segment to Customer-Centric Marketing in the African Business Context: Toward a Theoretical Research Framework. <i>Journal of African Business</i> , 2019, 20, 206-223.	2.4	6
3	How Firms Implement Marketing Strategies in Emerging Markets: An Empirical Assessment of The 4A Marketing Mix Framework. <i>Journal of Marketing Theory and Practice</i> , 2017, 25, 234-256.	4.3	23
4	Inclusive Economic Development Programs and Consumers' Access to Credit in Emerging Market Economies: The Public Policy Role of Marketing in Rural Bank Programs in Ghana. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 59-69.	3.4	27
5	Organizational Culture, Competitive Strategy, and Performance in Ghana. <i>Journal of African Business</i> , 2012, 13, 172-182.	2.4	40