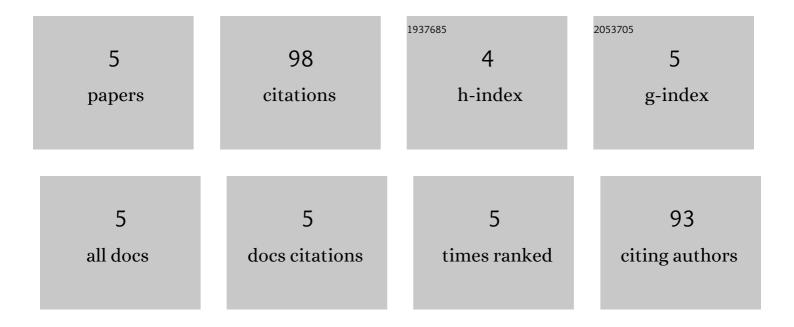
## Evelyn M Winston

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11372065/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Promoting Bank Usage Habits in Africa's Savings Mobilization Programs: A Strategic Marketing Perspective. Journal of Macromarketing, 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. Journal of African Business, 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. Journal of Marketing Theory and Practice, 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. Journal of Public Policy and Marketing, 2013, 32, 59-69.	3.4	27
5	Organizational Culture, Competitive Strategy, and Performance in Ghana. Journal of African Business, 2012, 13, 172-182.	2.4	40