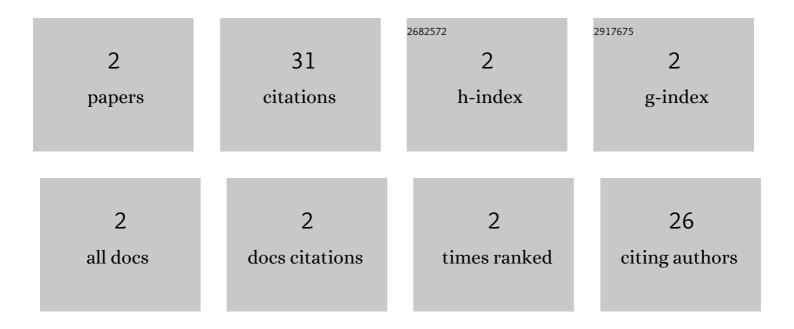
Myria Ioannou

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11880028/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Consumer-Based Brand Equity: A Cross-Cultural Perspective. Journal of Promotion Management, 2012, 18, 344-360.	3.4	17
2	Examining the role of advertising on the behaviour of co-operative bank consumers. Journal of Co-operative Organization and Management, 2014, 2, 24-33.	1.6	14