

Myria Ioannou

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11880028/publications.pdf>

Version: 2024-02-01

2
papers

31
citations

2682572

2
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2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

26
citing authors

#	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