

J Brad McBride

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12110820/publications.pdf>

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1
papers

63
citations

3311381
1
h-index

3475538
1
g-index

1
all docs

1
docs citations

1
times ranked

37
citing authors

#	ARTICLE	IF	CITATIONS
1	Decomposing the Country-of-Origin Construct. <i>Journal of International Consumer Marketing</i> , 1999, 10, 69-91.	3.7	63