

Raphael Odoom

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1324124/publications.pdf>

Version: 2024-02-01

11
papers

201
citations

1162889

8
h-index

1281743

11
g-index

11
all docs

11
docs citations

11
times ranked

130
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand orientation and brand performance in SMEs. <i>Management Research Review</i> , 2019, 42, 155-171.	1.5	42
2	Key drivers of automobile brand choice in sub-Saharan Africa: the case of Ghana. <i>Journal of Product and Brand Management</i> , 2012, 21, 516-528.	2.6	26
3	Brand-building efforts in high and low performing small and medium-sized enterprises (SMEs). <i>Journal of Small Business and Enterprise Development</i> , 2016, 23, 1229-1246.	1.6	22
4	Digital Transformation Process and the Capability and Capacity Implications for Small and Medium Enterprises. <i>International Journal of E-Entrepreneurship and Innovation</i> , 2020, 10, 26-44.	0.3	22
5	Branding capabilities and SME performance in an emerging market. <i>Marketing Intelligence and Planning</i> , 2017, 35, 473-487.	2.1	21
6	Brand marketing programs and consumer loyalty – evidence from mobile phone users in an emerging market. <i>Journal of Product and Brand Management</i> , 2016, 25, 651-662.	2.6	19
7	Examining students' satisfaction with online learning during the Covid-19 pandemic - an extended UTAUT2 approach. <i>Journal of Further and Higher Education</i> , 2022, 46, 988-1005.	1.4	16
8	Healthcare branding: Insights from Africa into health service customers' repeat patronage intentions. <i>International Journal of Healthcare Management</i> , 2021, 14, 663-675.	1.2	15
9	Branding and outcomes in small and medium-sized enterprises (SMEs): a resource capability approach. <i>Journal of Small Business and Entrepreneurship</i> , 2017, 29, 175-192.	3.0	9
10	Service recovery satisfaction in offline and online experiences. <i>Marketing Intelligence and Planning</i> , 2019, 38, 1-14.	2.1	7
11	Branding efforts and SME performance – an empirical investigation of variations across firm sizes and business sectors. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2017, 19, 59-76.	0.7	2