

Minh T H Le

List of Publications by Year in descending order

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4
papers

64
citations

2258059

3
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2053705

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all docs

5
docs citations

5
times ranked

13
citing authors

#	ARTICLE	IF	CITATIONS
1	Does brand love lead to brand addiction?. Journal of Marketing Analytics, 2023, 11, 57-68.	3.7	6
2	Compulsive buying of brands, its antecedents, and the mediating role of brand love: insights from Vietnam. Current Psychology, 2021, 40, 4287-4298.	2.8	6
3	Examining factors that boost intention and loyalty to use Fintech post-COVID-19 lockdown as a new normal behavior. Heliyon, 2021, 7, e07821.	3.2	36
4	Social comparison effects on brand addiction: A mediating role of materialism. Heliyon, 2020, 6, e05460.	3.2	15