

# Akın Koşak

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1493402/publications.pdf>

Version: 2024-02-01

4

papers

14

citations

2682572

2

h-index

2550090

3

g-index

4

all docs

4

docs citations

4

times ranked

0

citing authors

#	ARTICLE	IF	CITATIONS
1	Comparing the antecedents of boycotts and buycotts: mediating role of self-esteem on subjective well-being and the moderating effects of materialism. Journal of Marketing Management, 2022, 38, 1873-1906.	2.3	4
2	Investigating the impact of customer orientation on innovativeness: evidence from born-global firms in Turkey. Economic Research-Ekonomska Istrazivanja, 2016, 29, 721-734.	4.7	2
3	The Impact of Brand Positivity on the Relationship Between Corporate Image and Consumersâ€™ Attitudes Toward Brand Extension in Service Businesses. Corporate Reputation Review, 2012, 15, 105-118.	1.7	3
4	Identification and emotional attachment in higher education: antecedents and consequences. Journal of Marketing for Higher Education, 0, , 1-25.	3.2	5