

# Santi Budiman

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1671488/publications.pdf>

Version: 2024-02-01

6  
papers

14  
citations

2682572

2  
h-index

2272923

4  
g-index

6  
all docs

6  
docs citations

6  
times ranked

12  
citing authors

#	ARTICLE	IF	CITATIONS
1	Communication Pattern of Indonesian Parents-Children and Its Role in Buying Decision. Global Business and Finance Review, 2016, 21, 102-108.	0.6	5
2	The Green Brand Marketing Strategies that Utilize Word of Mouth : Survey on Green Electronic Products in Indonesia. Global Business and Finance Review, 2016, 21, 20-33.	0.6	5
3	The influence of bank image on loyalty moderated by satisfaction. Corporate Ownership and Control, 2015, 12, 562-572.	1.0	2
4	How Sexuality in Elegance of Advertising and Congruency of Product Influence Brand Evaluation? (The Study of Consumer Behavior using an Experimental Design Approach). Mediterranean Journal of Social Sciences, 2015, , .	0.2	1
5	Behavioural model of buying intention of counterfeited products. International Journal of Economic Policy in Emerging Economies, 2017, 10, 47.	0.1	1
6	Brand vision as the moderator variable for the company culture and brand perception. Corporate Ownership and Control, 2015, 12, 755-762.	1.0	0