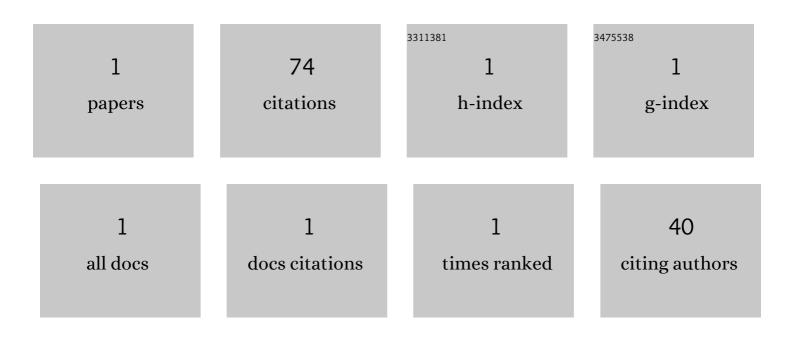
List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2552107/publications.pdf

Version: 2024-02-01



ARTICLE

Perceived social media marketing activities and consumer-based brand equity. Asia Pacific Journal of
Marketing and Logistics, 2020, 33, 53-72.

1 Perceived social media marketing activities and consumer-based brand equity. Asia Pacific Journal of
Marketing and Logistics, 2020, 33, 53-72.