

List of Publications by Year in descending order

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1
papers

74
citations

3311381

1
h-index

3475538

1
g-index

1
all docs

1
docs citations

1
times ranked

40
citing authors

#	ARTICLE	IF	CITATIONS
1	Perceived social media marketing activities and consumer-based brand equity. Asia Pacific Journal of Marketing and Logistics, 2020, 33, 53-72.	3.2	74