

Vikas Singla

List of Publications by Year in descending order

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Version: 2024-02-01

4
papers

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2258059

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2550090

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times ranked

3
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding Role of Fonts in Linking Brand Identity to Brand Perception. Corporate Reputation Review, 2022, 25, 272-286.	1.7	4
2	Emotional Branding Scale and Its Role in Formation of Brand Trust. Paradigm, 2019, 23, 148-163.	0.9	6
3	Examining the Effectiveness of Huff Model in Store Performance Assessment. Jindal Journal of Business Research, 2018, 7, 122-134.	0.7	0
4	Investigating the effects of retail agglomeration choice behavior on store attractiveness. Journal of Marketing Analytics, 2016, 4, 108-124.	3.7	5