

Wanying Wu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3099274/publications.pdf>

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1
papers

35
citations

3311381
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#	ARTICLE	IF	CITATIONS
1	Influence of interfirm brand values congruence on relationship qualities in B2B contexts. <i>Industrial Marketing Management</i> , 2018, 72, 161-173.	6.7	35