

Janine Williams

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5090790/publications.pdf>

Version: 2024-02-01

1
papers

8
citations

3311381

1
h-index

3475538

1
g-index

1
all docs

1
docs citations

1
times ranked

7
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|--|-----|-----------|
| 1 | Marketing System Failure: Revisioning Layton's Marketing System Model. Journal of Macromarketing, 2021, 41, 411-426. | 2.6 | 8 |