

Kerimcan Ozcan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5108/publications.pdf>

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6
papers

1,050
citations

1478505

6
h-index

1872680

6
g-index

7
all docs

7
docs citations

7
times ranked

916
citing authors

#	ARTICLE	IF	CITATIONS
1	What is co-creation? An interactional creation framework and its implications for value creation. Journal of Business Research, 2018, 84, 196-205.	10.2	401
2	Brand value co-creation in a digitalized world: An integrative framework and research implications. International Journal of Research in Marketing, 2016, 33, 93-106.	4.2	325
3	Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications. Journal of Marketing, 2018, 82, 19-31.	11.3	111
4	Strategy and co-creation thinking. Strategy and Leadership, 2013, 41, 5-10.	0.5	45
5	The "Interacted" actor in platformed networks: theorizing practices of managerial experience value co-creation. Journal of Business and Industrial Marketing, 2020, 35, 1165-1178.	3.0	16
6	Digitalized Interactive Platforms: Turning Goods and Services into Retail Co-Creation Experiences. NIM Marketing Intelligence Review, 2019, 11, 18-23.	0.6	7