

Kerimcan Ozcan

List of Publications by Year in descending order

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

Version: 2024-02-01

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