

Michela Mingione

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5663479/publications.pdf>

Version: 2024-02-01

11
papers

160
citations

1307366

7
h-index

1281743

11
g-index

11
all docs

11
docs citations

11
times ranked

149
citing authors

#	ARTICLE	IF	CITATIONS
1	'If I give you my emotion, what do I get?' Conceptualizing and measuring the co-created emotional value of the brand. <i>Journal of Business Research</i> , 2020, 109, 310-320.	5.8	36
2	Blurring B2C and B2B boundaries: corporate brand value co-creation in B2B2C markets. <i>Journal of Marketing Management</i> , 2020, 36, 72-99.	1.2	35
3	Inquiry into corporate brand alignment: a dialectical analysis and directions for future research. <i>Journal of Product and Brand Management</i> , 2015, 24, 518-536.	2.6	21
4	Corporate identity, strategy and change. <i>Journal of Brand Management</i> , 2017, 24, 129-139.	2.0	19
5	Building a corporate brand in the digital age: imperatives for transforming born-digital startups into successful corporate brands. <i>Journal of Marketing Management</i> , 2020, 36, 981-1008.	1.2	17
6	Ad scepticism and retouch-free disclaimers: Are they worth it?. <i>Journal of Marketing Communications</i> , 2019, 25, 738-762.	2.7	9
7	Brand Power Relationships: A Co-Evolutionary Conceptual Framework. <i>Journal of Relationship Marketing</i> , 2020, 19, 1-28.	2.8	8
8	Corporate Social Responsibility and Sustainability (CSRS) Initiatives among European and Asian Business Schools: A Web-based Content Analysis. <i>Global Business Review</i> , 2019, 20, 1231-1247.	1.6	6
9	Impact of Internal Branding on Student Engagement: Insights from a South African University. <i>Services Marketing Quarterly</i> , 2020, 41, 124-144.	0.7	4
10	The Influence of Sport Sponsorship on Brand Equity in South Africa. <i>Journal of Promotion Management</i> , 2020, 26, 812-835.	2.4	4
11	Challenges of corporate brand building and management in a state owned enterprise. <i>Journal of Product and Brand Management</i> , 2021, 30, 293-305.	2.6	1