

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