Pascal Kottemann

List of Publications by Year
in descending order

7 papers	99 citations	1684188 5 h-index	1872680 6 g-index
7 all docs	7 docs citations	7 times ranked	72 citing authors

#	Article	IF	Citations
1	Measuring brand image: a systematic review, practical guidance, and future research directions. Review of Managerial Science, 2019, 13, 227-265.	7.1	47
2	A mechanism for aggregating association network data: An application to brand concept maps. Journal of Business Research, 2017, 79, 90-106.	10.2	23
3	Parent brands' influence on co-brand's perception: a model-based approach. Journal of Product and Brand Management, 2018, 27, 514-522.	4.3	10
4	They come from near and far: the impact of spatial distance to event location on event attendance motivations. Scandinavian Journal of Hospitality and Tourism, 2018, 18, S87-S100.	3.0	9
5	The Benefits of Computer-Based Brand Concept Mapping. Schmalenbach Business Review, 2015, 67, 430-453.	0.9	6
6	Investigating feedback effects in the field of brand extension using brand concept maps. Baltic Journal of Management, 2018, 13, 41-64.	2.2	4
7	Brand Image Perceptions in Co-Branding: An Exploratory Study. SSRN Electronic Journal, 0, , .	0.4	0