

# Pascal Kottemann

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5936408/publications.pdf>

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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. <i>Review of Managerial Science</i> , 2019, 13, 227-265.	7.1	47
2	Investigating feedback effects in the field of brand extension using brand concept maps. <i>Baltic Journal of Management</i> , 2018, 13, 41-64.	2.2	4
3	Parent brandsâ€™ influence on co-brandâ€™s perception: a model-based approach. <i>Journal of Product and Brand Management</i> , 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. <i>Scandinavian Journal of Hospitality and Tourism</i> , 2018, 18, S87-S100.	3.0	9
5	A mechanism for aggregating association network data: An application to brand concept maps. <i>Journal of Business Research</i> , 2017, 79, 90-106.	10.2	23
6	The Benefits of Computer-Based Brand Concept Mapping. <i>Schmalenbach Business Review</i> , 2015, 67, 430-453.	0.9	6
7	Brand Image Perceptions in Co-Branding: An Exploratory Study. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0