

Marta Giovannetti

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7016965/publications.pdf>

Version: 2024-02-01

2
papers

22
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

4
citing authors

#	ARTICLE	IF	CITATIONS
1	Measuring B2B social selling: Key activities, antecedents and performance outcomes. <i>Industrial Marketing Management</i> , 2022, 101, 208-222.	6.7	18
2	Increasing Brand Orientation and Brand Capabilities Using Licensing: an Opportunity for SMEs in International Markets. <i>Journal of the Knowledge Economy</i> , 2019, 10, 1808-1830.	4.4	4