

Nidhi Tandon

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7094299/publications.pdf>

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2

papers

0

citations

2

all docs

2

docs citations

2

times ranked

0

citing authors

#	ARTICLE	IF	CITATIONS
1	Consumers' perception towards private label brands in Delhi region. International Journal of Business and Globalisation, 2020, 25, 396.	0.2	0
2	The Effects of Private Label Brand Strategies on Consumer Perception. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 187-205.	0.8	0