

Mei Teh Goi

List of Publications by Year in descending order

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Version: 2024-02-01

4
papers

58
citations

2258059

3
h-index

2550090

3
g-index

4
all docs

4
docs citations

4
times ranked

30
citing authors

#	ARTICLE	IF	CITATIONS
1	Constructing a brand identity scale for higher education institutions. Journal of Marketing for Higher Education, 2014, 24, 59-74.	3.2	33
2	Factors Influencing Behavioural Intention to Adopt the QR-Code Payment. International Journal of Asian Business and Information Management, 2021, 13, 1-22.	0.8	17
3	Developing and testing a customer value co-creation model of higher education institutions. Journal of Marketing for Higher Education, 0, , 1-25.	3.2	5
4	External drivers of entry mode decisions of a higher education institution. Asia Pacific Journal of Marketing and Logistics, 2016, 28, 124-140.	3.2	3