

Miguel Angel LÃ³pez-LomelÃ-

List of Publications by Year in descending order

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papers

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citations

2258059

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2550090

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3
docs citations

3
times ranked

27
citing authors

#	ARTICLE	IF	CITATIONS
1	Segmenting Consumers Based on Their Evaluation of Local, Global and Glocal Brands. Journal of International Consumer Marketing, 2019, 31, 395-407.	3.7	13
2	How Local/Global is your Brand?. International Journal of Market Research, 2016, 58, 795-813.	3.8	12
3	Local, global and glocal consumer brand relationships. Spanish Journal of Marketing - ESIC, 2019, 23, 775-798.	5.2	8