

# Nicholas Ind

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7562497/publications.pdf>

Version: 2024-02-01

26  
papers

1,426  
citations

687220

13  
h-index

677027

22  
g-index

30  
all docs

30  
docs citations

30  
times ranked

834  
citing authors

#	ARTICLE	IF	CITATIONS
1	The meanings of co-creation. <i>European Business Review</i> , 2013, 25, 86-95.	1.9	275
2	Building Brands Together: Emergence and Outcomes of Co-Creation. <i>California Management Review</i> , 2013, 55, 5-26.	3.4	198
3	The organic view of the brand: A brand value co-creation model. <i>Journal of Brand Management</i> , 2013, 20, 670-688.	2.0	170
4	The Corporate Brand. , 1997, , .		160
5	Inside out: How employees build value. <i>Journal of Brand Management</i> , 2003, 10, 393-402.	2.0	109
6	The co-creation continuum: from tactical market research tool to strategic collaborative innovation method. <i>Journal of Brand Management</i> , 2017, 24, 310-321.	2.0	78
7	Corporate brand identity co-creation in business-to-business contexts. <i>Industrial Marketing Management</i> , 2020, 85, 32-43.	3.7	72
8	Towards a theory of conscientious corporate brand co-creation: the next key challenge in brand management. <i>Journal of Brand Management</i> , 2020, 27, 710-720.	2.0	58
9	The concept of participatory market orientation: An organisation-wide approach to enhancing brand equity. <i>Journal of Brand Management</i> , 2007, 15, 135-145.	2.0	54
10	An integrated approach to corporate branding. <i>Journal of Brand Management</i> , 1998, 5, 323-329.	2.0	52
11	Sociopolitical activist brands. <i>Journal of Product and Brand Management</i> , 2022, 31, 40-55.	2.6	35
12	The gift of co-creation: what motivates customers to participate. <i>Journal of Brand Management</i> , 2020, 27, 181-194.	2.0	30
13	How participation is changing the practice of managing brands. <i>Journal of Brand Management</i> , 2014, 21, 734-742.	2.0	28
14	History matters: The role of history in corporate brand strategy. <i>Business Horizons</i> , 2020, 63, 51-60.	3.4	19
15	The impact of aesthetics on employee satisfaction and motivation. <i>EuroMed Journal of Business</i> , 2007, 2, 57-73.	1.7	15
16	The Organic View of the Brand: A Brand Value Co-creation Model. , 2017, , 148-174.		15
17	Brands and breakthroughs: How brands help focus creative decision making. <i>Journal of Brand Management</i> , 2006, 13, 330-338.	2.0	10
18	Conscientious Brands Editorial. <i>Journal of Brand Management</i> , 2011, 18, 635-638.	2.0	9

#	ARTICLE	IF	CITATIONS
19	The influence of aesthetic investments on employees. EuroMed Journal of Business, 2015, 10, 214-233.	1.7	9
20	Freedom and order: A participative approach to corporate branding. Journal of Brand Management, 1999, 7, 19-26.	2.0	8
21	Motivating gender toward co-creation: a study on hedonic activities, social importance, and personal values. Journal of Brand Management, 2022, 29, 127-140.	2.0	6
22	Nordic brands. Journal of Brand Management, 2008, 16, 1-3.	2.0	4
23	Beyond branding: from abstraction to cubism. Journal of Product and Brand Management, 2006, 15, 148-149.	2.6	3
24	Editorial: A new source of inspiration. Journal of Brand Management, 2003, 11, 4-8.	2.0	2
25	Co-creation: Building brands together. , 2018, , 3-16.		1
26	How Brands Determine Organizational Creativity. Design Management Review, 2010, 16, 63-72.	0.1	0