

# 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	Sociopolitical activist brands. Journal of Product and Brand Management, 2022, 31, 40-55.	2.6	35
2	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
3	Corporate brand identity co-creation in business-to-business contexts. Industrial Marketing Management, 2020, 85, 32-43.	3.7	72
4	The gift of co-creation: what motivates customers to participate. Journal of Brand Management, 2020, 27, 181-194.	2.0	30
5	History matters: The role of history in corporate brand strategy. Business Horizons, 2020, 63, 51-60.	3.4	19
6	Towards a theory of conscientious corporate brand co-creation: the next key challenge in brand management. Journal of Brand Management, 2020, 27, 710-720.	2.0	58
7	Co-creation: Building brands together. , 2018, , 3-16.		1
8	The co-creation continuum: from tactical market research tool to strategic collaborative innovation method. Journal of Brand Management, 2017, 24, 310-321.	2.0	78
9	The Organic View of the Brand: A Brand Value Co-creation Model. , 2017, , 148-174.		15
10	The influence of aesthetic investments on employees. EuroMed Journal of Business, 2015, 10, 214-233.	1.7	9
11	How participation is changing the practice of managing brands. Journal of Brand Management, 2014, 21, 734-742.	2.0	28
12	The meanings of coâ€œcreation. European Business Review, 2013, 25, 86-95.	1.9	275
13	Building Brands Together: Emergence and Outcomes of Co-Creation. California Management Review, 2013, 55, 5-26.	3.4	198
14	The organic view of the brand: A brand value co-creation model. Journal of Brand Management, 2013, 20, 670-688.	2.0	170
15	Conscientious Brands Editorial. Journal of Brand Management, 2011, 18, 635-638.	2.0	9
16	How Brands Determine Organizational Creativity. Design Management Review, 2010, 16, 63-72.	0.1	0
17	Nordic brands. Journal of Brand Management, 2008, 16, 1-3.	2.0	4
18	The impact of aesthetics on employee satisfaction and motivation. EuroMed Journal of Business, 2007, 2, 57-73.	1.7	15

#	ARTICLE	IF	CITATIONS
19	The concept of participatory market orientation: An organisation-wide approach to enhancing brand equity. Journal of Brand Management, 2007, 15, 135-145.	2.0	54
20	Beyond branding: from abstraction to cubism. Journal of Product and Brand Management, 2006, 15, 148-149.	2.6	3
21	Brands and breakthroughs: How brands help focus creative decision making. Journal of Brand Management, 2006, 13, 330-338.	2.0	10
22	Inside out: How employees build value. Journal of Brand Management, 2003, 10, 393-402.	2.0	109
23	Editorial: A new source of inspiration. Journal of Brand Management, 2003, 11, 4-8.	2.0	2
24	Freedom and order: A participative approach to corporate branding. Journal of Brand Management, 1999, 7, 19-26.	2.0	8
25	An integrated approach to corporate branding. Journal of Brand Management, 1998, 5, 323-329.	2.0	52
26	The Corporate Brand. , 1997, , .		160