

Christopher Pich

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7783666/publications.pdf>

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11
papers

119
citations

1684188
5
h-index

1474206
9
g-index

11
all docs

11
docs citations

11
times ranked

67
citing authors

#	ARTICLE	IF	CITATIONS
1	Political brand identity: An examination of the complexities of Conservative brand and internal market engagement during the 2010 UK General Election campaign. <i>Journal of Marketing Communications</i> , 2016, 22, 100-117.	4.0	24
2	Qualitative projective techniques in political brand image research from the perspective of young adults. <i>Qualitative Market Research</i> , 2015, 18, 115-144.	1.5	19
3	Evolution of Political Branding: Typologies, Diverse Settings and Future Research. <i>Journal of Political Marketing</i> , 2020, 19, 3-14.	2.0	15
4	The Elicitation Capabilities of Qualitative Projective Techniques in Political Brand Image Research. <i>International Journal of Market Research</i> , 2015, 57, 357-394.	3.8	14
5	Managing higher education brands with an emerging brand architecture: the role of shared values and competing brand identities. <i>Journal of Strategic Marketing</i> , 2020, 28, 336-349.	5.5	11
6	Investigating political brand reputation with qualitative projective techniques from the perspective of young adults. <i>International Journal of Market Research</i> , 2018, 60, 198-213.	3.8	10
7	Exploring the Process of Creating and Managing Personal Political Brand Identities in Nonparty Environments: The Case of the Bailiwick of Guernsey. <i>Journal of Political Marketing</i> , 2020, 19, 414-434.	2.0	9
8	Exploring Personal Political Brands of Iceland's Parliamentarians. <i>Journal of Political Marketing</i> , 2020, 19, 74-106.	2.0	8
9	Enhancing data collection methods with qualitative projective techniques in the exploration of a university's brand identity and brand image. <i>International Journal of Market Research</i> , 2021, 63, 177-200.	3.8	5
10	An Exploratory Case Study Focusing on the Creation, Orientation, and Development of a New Political Brand: The Case of the Jury Team. <i>Politics and Policy</i> , 2018, 46, 141-181.	1.2	4
11	Exploring Personal Political Brands of Iceland's Parliamentarians. <i>Journal of Political Marketing</i> , 0, , 1-33.	2.0	0