

Helder de Souza Aguiar

List of Publications by Year in descending order

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Version: 2024-02-01

5
papers

12
citations

2682572

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2272923

4
g-index

6
all docs

6
docs citations

6
times ranked

10
citing authors

#	ARTICLE	IF	CITATIONS
1	MODELING THE NEW FRANCHISE CREATION DECISION: THE RELEVANCE OF BEHAVIORAL REASONS. Revista De Administracao Mackenzie, 2016, 17, 110-137.	0.5	5
2	Estrat�gia de internacionaliza�o conduzida: um estudo em redes de franquias brasileiras. Revista Eletr�nica De Ci�ncia Administrativa, 2014, 13, 114-131.	0.4	2
3	A Model of Influential Factors in Franchise Operations. Brazilian Business Review, 2021, 18, 45-61.	0.4	1
4	Networks of Brazilian Franchises Internationalized: Evolution of Method of Entry Abroad. Revista Ibero-Americana De Estrat�gia, 2014, 13, 34-48.	0.2	1
5	FATORES E M�TRICAS QUE INFLUENCIAM NO DESEMPENHO DE FRANQUEADOS: UMA ABORDAGEM COM BASE EM FRANQUIAS BRASILEIRAS. Revista Eletr�nica De Estrat�gia E Neg�cios, 2017, 10, 201.	0.1	0