

# Nana Owusu-Frimpong

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8708393/publications.pdf>

Version: 2024-02-01

3  
papers

120  
citations

2682572

2  
h-index

2550090

3  
g-index

3  
all docs

3  
docs citations

3  
times ranked

88  
citing authors

| # | ARTICLE  | IF  | CITATIONS |
|---|--|-----|-----------|
| 1 | The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 103-121.       | 4.3 | 92        |
| 2 | Value Co-Creation in Health Care: A Phenomenological Examination of the Doctor-Patient Encounter. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2017, 29, 365-384. | 1.6 | 26        |
| 3 | Corporate Social Responsibility: Perspectives of Foreign and Local Oil Marketing Companies in Ghana. <i>Communicatio</i> , 2019, 45, 67-92.                                    | 0.4 | 2         |