

Maaïke Mulder-Nijkamp

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8717889/publications.pdf>

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3
papers

8
citations

3311381

1
h-index

3475538

1
g-index

3
all docs

3
docs citations

3
times ranked

4
citing authors

#	ARTICLE	IF	CITATIONS
1	Bridging the gap between design and behavioral research: (Re)searching the optimum design strategy for brands and new product innovations. Creativity and Innovation Management, 2020, 29, 11-26.	3.3	7
2	The Triangular Designers'™ Space: Methodical Approach to Balance Brand Typicality and Novelty. , 2021, , 95-108.		1
3	Innovating the Archetype: Discovering the Boundaries of the Triangular Designer Space. Corporate Reputation Review, 0, , .	1.7	0