

Dinesh Kumar

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8951797/publications.pdf>

Version: 2024-02-01

4

papers

1

citations

4

all docs

4

docs citations

4

times ranked

1

citing authors

#	ARTICLE	IF	CITATIONS
1	Ethical Branding Best Practices. , 2019, , 115-124.		1
2	Communicating in Media Dark Areas. Advances in Human Resources Management and Organizational Development Book Series, 2021, , 141-156.	0.3	0
3	Hospitals as Social Brands. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 17-31.	0.8	0
4	Digital Transformation. Advances in Business Strategy and Competitive Advantage Book Series, 2022, , 57-73.	0.3	0