

Denise Santos de Oliveira

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9565877/publications.pdf>

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4
papers

13
citations

3311381

1
h-index

3475538

1
g-index

4
all docs

4
docs citations

4
times ranked

8
citing authors

#	ARTICLE	IF	CITATIONS
1	Market strategy development and innovation to strengthen consumer-based equity: The case of Brazilian airlines. <i>Journal of Air Transport Management</i> , 2019, 75, 103-110.	4.5	13
2	Do "Off" ao "On" no Mercado Atacado de Moda: o Potencial de Influenciadores Digitais. <i>Administração: Ensino E Pesquisa</i> , 2021, 22, .	0.1	0
3	Country of brand origin positioning and financial performance: effects on internationalized companies from an emerging market. <i>International Journal of Emerging Markets</i> , 2023, 18, 1808-1826.	2.2	0
4	Sales-based Brand Equity as a Performance Driver in "The Country of Soccer"™. <i>RAC: Revista De Administração Contemporânea</i> , 2020, 24, 134-150.	0.4	0