

A Cross-National Comparison of Brand Perceptions of C

Journal of Marketing Channels

23, 196-216

DOI: [10.1080/1046669x.2016.1224304](https://doi.org/10.1080/1046669x.2016.1224304)

Citation Report

#	ARTICLE	IF	CITATIONS
1	Determinants of the governance structure of the international franchise firm. <i>International Marketing Review</i> , 2017, 34, 814-884.	3.6	13
2	A Useful Toolbox for Marketing Channel Managers. <i>Journal of Marketing Channels</i> , 2017, 24, 204-207.	0.4	2
4	A systematic review of international franchising. <i>Multinational Business Review</i> , 2021, 29, 43-69.	2.5	25
5	How far are we from understanding corruption? The effect of cultural distance on corruption perception. <i>Critical Perspectives on International Business</i> , 2022, 18, 224-242.	2.0	3
6	Franchising research on emerging markets: Bibliometric and content analyses. <i>Journal of Business Research</i> , 2021, 133, 51-65.	10.2	79
7	Two decades of the <i>Journal of Marketing Channels</i> ™ research: Providing direction for the future of inter-organizational research. <i>Journal of Inter-organizational Relationships</i> , 2021, 27, 2-14.	1.2	1
8	Comparison of localized and foreign restaurant brands for consumer behavior prediction. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102868.	9.4	9
9	Going native: Prospects of native advertising development in the ASEAN and BRICS countries. <i>Mind and Society</i> , 0, , 1.	1.3	0
10	Franchise vs. Independent Retail and Service Stores: Customer Perceptions. <i>Contributions To Management Science</i> , 2023, , 171-200.	0.5	0
11	Where to internationalise and why: Country selection by restaurant franchises. <i>Journal of Retailing and Consumer Services</i> , 2023, 72, 103287.	9.4	0
12	The choice of destination country of international franchise networks: the case of Mexican franchisors. <i>International Journal of Emerging Markets</i> , 2023, ahead-of-print, .	2.2	1
13	Unlocking Consumer Choices in the Digital Economy: Exploring Factors Influencing Online and Offline Purchases in the Emerging Pet Food Market. <i>Journal of the Knowledge Economy</i> , 0, , .	4.4	0