

Determinants of Customer-based Brand Equity: A Study

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#	ARTICLE	IF	CITATIONS
1	A Model of Customer Loyalty: An Empirical Study of Indian Retail Banking Customer. Global Business Review, 2019, 20, 1248-1266.	1.6	7
2	Brand equity in Caribbean financial services: the moderating role of service providers. International Journal of Bank Marketing, 2019, 38, 642-670.	3.6	6
3	Classification Analysis for Brand Loyalty Determination. Global Business Review, 2023, 24, 106-120.	1.6	2
4	Impact of Customer's Experience on Evaluating Brand Equity in Banking Sector: Mediating Role of Customer's Emotions. , 2021, , 80-95.		0
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