

# Alexander Krasnikov

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10922326/publications.pdf>

Version: 2024-02-01

3  
papers

177  
citations

3311381

1  
h-index

2917675

2  
g-index

3  
all docs

3  
docs citations

3  
times ranked

170  
citing authors

#	ARTICLE	IF	CITATIONS
1	Evaluating the Financial Impact of Branding Using Trademarks: A Framework and Empirical Evidence. Journal of Marketing, 2009, 73, 154-166.	11.3	175
2	Building Brand Assets: The Role of Trademark Rights. Journal of Marketing Research, 2022, 59, 1059-1082.	4.8	2
3	Examining Patient Willingness to Pay for Magnetic Resonance Imaging Guided Prostate Biopsy: Implications in the Era of Health Savings Accounts. Urology Practice, 2018, 5, 85-92.	0.5	0