

Alexander Krasnikov

List of Publications by Year in descending order

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

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