

Nico Wiegand

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5912336/publications.pdf>

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2
papers

278
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

220
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of digital transformation on the retailing value chain. International Journal of Research in Marketing, 2019, 36, 350-366.	4.2	249
2	The Platformization of Brands. Journal of Marketing, 2022, 86, 109-131.	11.3	29