

Nico Wiegand

List of Publications by Year in descending order

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

Version: 2024-02-01

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 Platformization of Brands. <i>Journal of Marketing</i> , 2022, 86, 109-131.	11.3	29
2	The impact of digital transformation on the retailing value chain. <i>International Journal of Research in Marketing</i> , 2019, 36, 350-366.	4.2	249