

Nankai Business Review

南开管理评论

2022 4
(双月刊)

ISSN 1008-3448
(A Bimonthly)

南开大学主办

NSFC管理科学A类期刊

中国人文社会科学AMI权威期刊



品牌营销

分享经济下基于产消合一逻辑的品牌价值研究

产业集群根植性对集群品牌价值影响的研究

集群社会资本驱动农业集群品牌价值实现吗

国家资源集聚能力对品牌跨国慈善行为评价的影响及捐赠框架策略

时间标志对消费者自我建构及广告诉求偏好的影响



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