RESEARCH & PUBLICATIONS

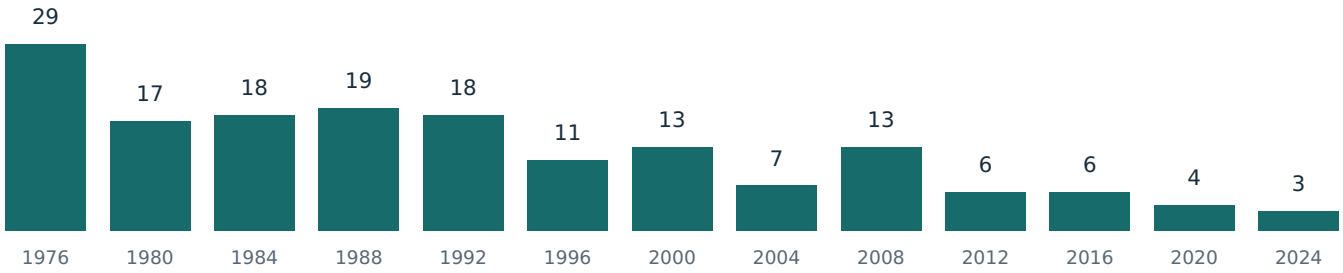
Vijay Mahajan

A publication record at a glance

164	23,383	71
ARTICLES	CITATIONS	h-INDEX

PUBLICATION ACTIVITY

Articles grouped into 4-year periods



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Consumer Switching Costs: A Typology, Antecedents, and Consequences — 1,372
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