

# Ajay Menon

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10922784/publications.pdf>

Version: 2024-02-01

8  
papers

793  
citations

1163117  
8  
h-index

1588992  
8  
g-index

8  
all docs

8  
docs citations

8  
times ranked

522  
citing authors

#	ARTICLE	IF	CITATIONS
1	Product Quality: Impact of Interdepartmental Interactions. Journal of the Academy of Marketing Science, 1997, 25, 187-200.	11.2	201
2	Understanding Customer Value in Business-to-Business Relationships. Journal of Business-to-Business Marketing, 2005, 12, 1-38.	1.5	138
3	Antecedents and outcomes of new product development speed. Industrial Marketing Management, 2002, 31, 317-328.	6.7	117
4	Relationship Characteristics as Moderators of the Satisfaction-Loyalty Link: Findings in a Business-to-Business Context. Journal of Business-to-Business Marketing, 2003, 10, 35-62.	1.5	102
5	Determinants of Customer Benefits in Business-to-Business Markets: A Cross-Cultural Comparison. Journal of International Marketing, 2005, 13, 1-31.	4.4	83
6	New product quality: intended and unintended consequences of new product development speed. Journal of Business Research, 2004, 57, 1258-1264.	10.2	79
7	Organizing for new product development speed and the implications for organizational stress. Industrial Marketing Management, 2002, 31, 349-355.	6.7	48
8	Antecedents and outcomes of new product development speed. European Journal of Marketing, 2004, 38, 209-223.	2.9	25