

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