

# Ken Bates

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11253586/publications.pdf>

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4  
papers

58  
citations

2258059

3  
h-index

2550090

3  
g-index

4  
all docs

4  
docs citations

4  
times ranked

39  
citing authors

#	ARTICLE	IF	CITATIONS
1	Accounting is from Mars, marketing is from Venus: establishing common ground for the concept of customer profitability. <i>Journal of Marketing Management</i> , 2008, 24, 825-845.	2.3	35
2	The Customer Is King. Enthroned or In Exile? An Analysis of the Level of Customer Focus in Leading Management Accounting Textbooks. <i>Accounting Education</i> , 2009, 18, 291-317.	3.8	15
3	The incidence and perceived managerial merit of customer accounting in New Zealand. <i>Pacific Accounting Review</i> , 2015, 27, 466-485.	2.0	8
4	The Incidence and Perceived Managerial Merit of Customer Accounting in New Zealand. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0