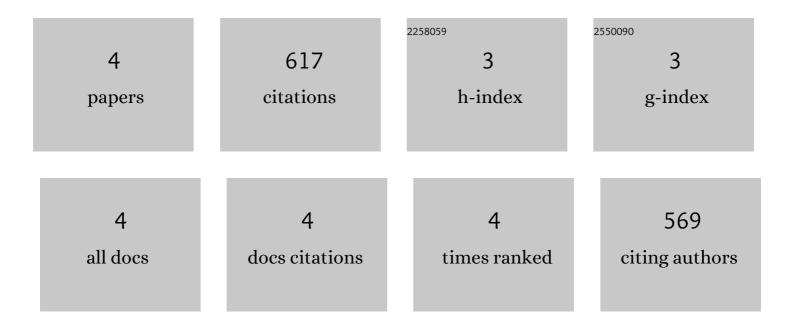
Vivek Dalela

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11727390/publications.pdf Version: 2024-02-01



VIVER DALELA

#	Article	IF	CITATIONS
1	A Generalized Multidimensional Scale for Measuring Customer Engagement. Journal of Marketing Theory and Practice, 2014, 22, 401-420.	4.3	457
2	Examining collaborative supply chain service technologies: a study of intensity, relationships, and resources. Journal of the Academy of Marketing Science, 2010, 38, 71-89.	11.2	94
3	Technology and Flexibility: Enablers of Collaboration and Timeâ€Based Logistics Quality. Journal of Business Logistics, 2012, 33, 34-49.	10.6	65
4	A framework for partner engagement: Episodes in the life of interorganizational partnerships. Journal of Marketing Theory and Practice, 0, , 1-18.	4.3	1