

# Mrinal Ghosh

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11892988/publications.pdf>

Version: 2024-02-01

18  
papers

1,334  
citations

623734

14  
h-index

888059

17  
g-index

18  
all docs

18  
docs citations

18  
times ranked

643  
citing authors

#	ARTICLE	IF	CITATIONS
1	Governance Value Analysis and Marketing Strategy. Journal of Marketing, 1999, 63, 131-145.	11.3	293
2	Governance Value Analysis and Marketing Strategy. Journal of Marketing, 1999, 63, 131.	11.3	215
3	Contract Specificity and Its Performance Implications. Journal of Marketing, 2010, 74, 105-120.	11.3	133
4	Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis. Journal of Marketing Research, 2005, 42, 346-357.	4.8	129
5	When Should Original Equipment Manufacturers Use Branded Component Contracts with Suppliers?. Journal of Marketing Research, 2009, 46, 597-611.	4.8	108
6	Customizing Complex Products: When Should the Vendor Take Control?. Journal of Marketing Research, 2006, 43, 664-679.	4.8	90
7	Transaction costs, opportunism, and governance: Contextual considerations and future research opportunities. Marketing Letters, 2010, 21, 211-222.	2.9	72
8	Contract Specificity and Its Performance Implications. Journal of Marketing, 2010, 74, 105-120.	11.3	71
9	The Incentive and Selection Roles of Sales Force Compensation Contracts. Journal of Marketing Research, 2011, 48, 781-798.	4.8	67
10	Experimental Evidence for Agency Models of Salesforce Compensation. Marketing Science, 2000, 19, 348-365.	4.1	41
11	Price Delegation and Performance Pay: Evidence from Industrial Sales Forces. Journal of Law, Economics, and Organization, 2016, 32, 508-544.	1.5	32
12	Durability Versus Concentration as an Explanation for Price Inflexibility. Review of Industrial Organization, 1999, 14, 27-50.	0.7	27
13	An Integrated Power and Efficiency Model of Contractual Channel Governance: Theory and Empirical Evidence. Journal of Marketing, 2019, 83, 101-120.	11.3	23
14	Price Formats for Branded Components in Industrial Markets: An Integration of Transaction Cost Economics and the Resource-Based View. Organization Science, 2012, 23, 1282-1297.	4.5	15
15	Pricing behavior in United States manufacturing industries: A statistical study using disaggregated data. Review of Industrial Organization, 1994, 9, 745-771.	0.7	9
16	Contracting to (dis)incentivize? An integrative <scp>transactionâ€cost</scp> approach on how contracts govern specific investments. Strategic Management Journal, 2022, 43, 1528-1555.	7.3	4
17	Delegation and Performance Pay: Evidence from Industrial Sales Forces. SSRN Electronic Journal, 0, , .	0.4	3
18	Robustness of the relationship between price variability and inflation for US manufacturing. Applied Economics, 1998, 30, 513-519.	2.2	2