

Shabahat Ali

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2510913/publications.pdf>

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2
papers

19
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

11
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing the product innovations paradox: the individual and synergistic role of the firm inside-out and outside-in marketing capability. <i>European Journal of Innovation Management</i> , 2023, 26, 504-530.	4.6	4
2	Adaptive marketing capability and product innovations: the role of market ambidexterity and transformational leadership (evidence from Pakistani manufacturing industry). <i>European Journal of Innovation Management</i> , 2022, 25, 1056-1091.	4.6	15