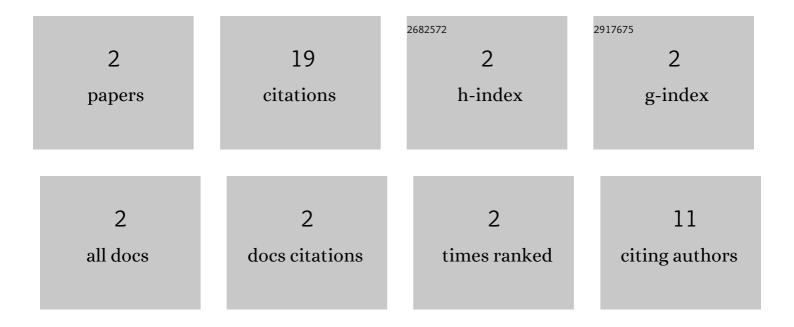
Shabahat Ali

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2510913/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Managing the product innovations paradox: the individual and synergistic role of the firm inside-out and outside-in marketing capability. European Journal of Innovation Management, 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). European Journal of	4.6	15

Innovation Management, 2022, 25, 1056-1091.