

P M Rao

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4928798/publications.pdf>

Version: 2024-02-01

13
papers

161
citations

1478505

6
h-index

1281871

11
g-index

13
all docs

13
docs citations

13
times ranked

135
citing authors

#	ARTICLE	IF	CITATIONS
1	Growing importance of marketing strategies for the software industry. <i>Industrial Marketing Management</i> , 1994, 23, 29-37.	6.7	40
2	The ICT revolution, internationalization of technological activity, and the emerging economies: implications for global marketing. <i>International Business Review</i> , 2001, 10, 571-596.	4.8	32
3	The emergence of the pharmaceutical industry in the developing world and its implications for multinational enterprise strategies. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2008, 2, 103-116.	1.3	25
4	The Changing Technological Profile of the Leading ICT Firms: Evidence from US Patent Data, 1981-2000. <i>Industry and Innovation</i> , 2004, 11, 353-372.	3.1	18
5	The rise of IT services clusters in India: A case of growth by replication. <i>Telecommunications Policy</i> , 2017, 41, 90-105.	5.3	18
6	Convergence and unbundling of corporate R&D in telecommunications: is software taking the helm?. <i>Telecommunications Policy</i> , 1999, 23, 83-93.	5.3	11
7	The Information and Communication Technologies and Enforcement of Intellectual Property Rights: A Relationship Perspective. <i>Journal of World Intellectual Property</i> , 2008, 11, 105-119.	0.6	5
8	Structural Change And Innovation In U.S. Telecommunications. <i>Economics of Innovation and New Technology</i> , 2001, 10, 169-198.	3.4	4
9	User innovation and knowledge sourcing: The case of financial software. <i>Journal of High Technology Management Research</i> , 2012, 23, 58-70.	4.9	4
10	Internationalization of services: The case of intra-multinational enterprise trade. <i>Thunderbird International Business Review</i> , 2019, 61, 947-960.	1.8	3
11	Financial planning issues concerning funding, pricing and organization of corporate R&D activity: A case study. <i>R and D Management</i> , 1990, 20, 329-335.	5.3	1
12	Asymmetric Complementarity and Dynamic Optimization in Pharmaceuticals. <i>Journal of Quantitative Economics</i> , 2004, 2, 149-160.	0.7	0
13	Externalities from Intra-Firm Trade by U.S. Multinationals. <i>International Advances in Economic Research</i> , 2019, 25, 389-397.	0.8	0