

Alphonso O Ogbuehi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5619910/publications.pdf>

Version: 2024-02-01

4
papers

59
citations

2258059

3
h-index

2550090

3
g-index

4
all docs

4
docs citations

4
times ranked

42
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing <scp>marketing"sales"service</scp> relationship conflict in a <scp>B2B</scp> multinational firm. Thunderbird International Business Review, 2021, 63, 719-733.	1.8	5
2	Building pharmaceutical relationship marketing and social media impact. International Journal of Pharmaceutical and Healthcare Marketing, 2018, 12, 198-230.	1.3	16
3	An empirical analysis of risk mitigation in the pharmaceutical industry supply chain: A developing"country perspective. Thunderbird International Business Review, 2010, 52, 45-54.	1.8	38
4	Perceptions of the Environment and Wholesaler Structure in a Channel of Distribution in a Developing Country. Journal of Global Marketing, 1991, 4, 99-113.	3.4	0