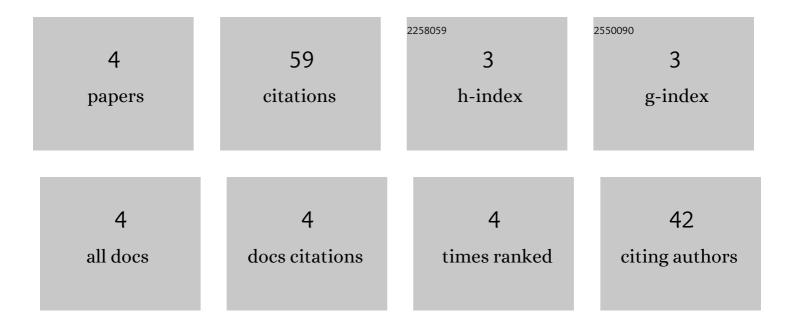
Alphonso O Ogbuehi

List of Publications by Year in descending order

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

Version: 2024-02-01



#	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 developingâ€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