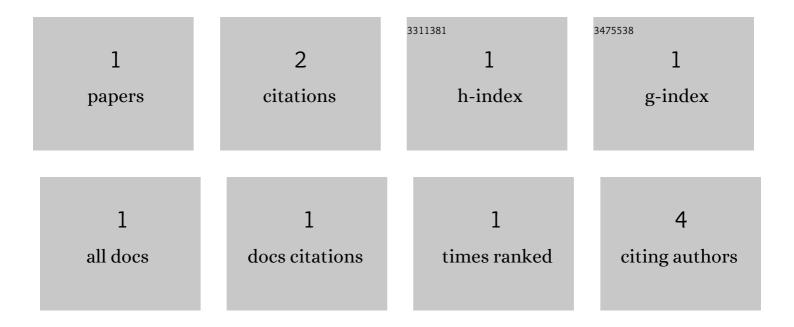
Shameek Sinha

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/794436/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	A customer portfolio management model that relates company's marketing to its long-term survival. Journal of the Academy of Marketing Science, 2021, 49, 584-600.	11.2	2