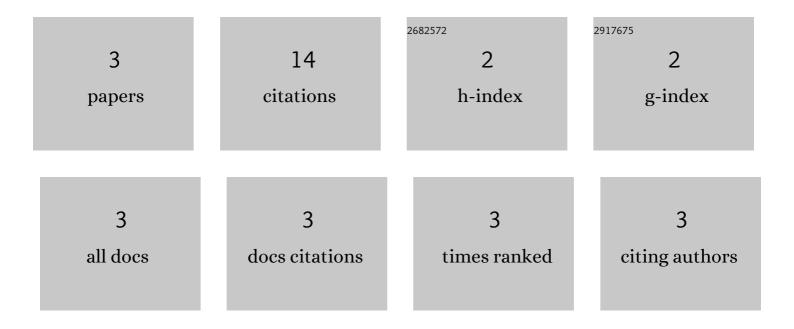


## List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9647269/publications.pdf Version: 2024-02-01



ROVUAN

#	Article	IF	CITATIONS
1	New brand introduction and selling mode choice for online retailers with network effect. Managerial and Decision Economics, 2022, 43, 1340-1350.	2.5	6
2	Agency or wholesale? retail selling format in the presence of new manufacturer introduction. Electronic Commerce Research, 2023, 23, 2291-2325.	5.0	6
3	Manufacturer selling mode choice for newâ€version product introduction. Managerial and Decision Economics, 2022, 43, 3316-3330.	2.5	2