

# Mrinal Ghosh

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11892988/publications.pdf>

Version: 2024-02-01

18  
papers

1,334  
citations

623734

14  
h-index

888059

17  
g-index

18  
all docs

18  
docs citations

18  
times ranked

643  
citing authors

#	ARTICLE	IF	CITATIONS
1	Contracting to (dis)incentivize? An integrative <scp>transactionâ€cost</scp> approach on how contracts govern specific investments. Strategic Management Journal, 2022, 43, 1528-1555.	7.3	4
2	An Integrated Power and Efficiency Model of Contractual Channel Governance: Theory and Empirical Evidence. Journal of Marketing, 2019, 83, 101-120.	11.3	23
3	Price Delegation and Performance Pay: Evidence from Industrial Sales Forces. Journal of Law, Economics, and Organization, 2016, 32, 508-544.	1.5	32
4	Price Formats for Branded Components in Industrial Markets: An Integration of Transaction Cost Economics and the Resource-Based View. Organization Science, 2012, 23, 1282-1297.	4.5	15
5	The Incentive and Selection Roles of Sales Force Compensation Contracts. Journal of Marketing Research, 2011, 48, 781-798.	4.8	67
6	Transaction costs, opportunism, and governance: Contextual considerations and future research opportunities. Marketing Letters, 2010, 21, 211-222.	2.9	72
7	Contract Specificity and Its Performance Implications. Journal of Marketing, 2010, 74, 105-120.	11.3	133
8	Contract Specificity and Its Performance Implications. Journal of Marketing, 2010, 74, 105-120.	11.3	71
9	When Should Original Equipment Manufacturers Use Branded Component Contracts with Suppliers?. Journal of Marketing Research, 2009, 46, 597-611.	4.8	108
10	Customizing Complex Products: When Should the Vendor Take Control?. Journal of Marketing Research, 2006, 43, 664-679.	4.8	90
11	Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis. Journal of Marketing Research, 2005, 42, 346-357.	4.8	129
12	Experimental Evidence for Agency Models of Salesforce Compensation. Marketing Science, 2000, 19, 348-365.	4.1	41
13	Governance Value Analysis and Marketing Strategy. Journal of Marketing, 1999, 63, 131-145.	11.3	293
14	Governance Value Analysis and Marketing Strategy. Journal of Marketing, 1999, 63, 131.	11.3	215
15	Durability Versus Concentration as an Explanation for Price Inflexibility. Review of Industrial Organization, 1999, 14, 27-50.	0.7	27
16	Robustness of the relationship between price variability and inflation for US manufacturing. Applied Economics, 1998, 30, 513-519.	2.2	2
17	Pricing behavior in United States manufacturing industries: A statistical study using disaggregated data. Review of Industrial Organization, 1994, 9, 745-771.	0.7	9
18	Delegation and Performance Pay: Evidence from Industrial Sales Forces. SSRN Electronic Journal, 0, , .	0.4	3