

# Raghu Bommaraju

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12156036/publications.pdf>

Version: 2024-02-01

2  
papers

67  
citations

2682572  
2  
h-index

2917675  
2  
g-index

2  
all docs

2  
docs citations

2  
times ranked

64  
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing Laggards: The Importance of a Deep Sales Bench. <i>Journal of Marketing Research</i> , 2019, 56, 652-665.	4.8	17
2	Self-Selected Sales Incentives: Evidence of their Effectiveness, Persistence, Durability, and Underlying Mechanisms. <i>Journal of Marketing</i> , 2018, 82, 106-124.	11.3	50