

Alan J Malter

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4513075/publications.pdf>

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5
papers

305
citations

2258059

3
h-index

2272923

4
g-index

5
all docs

5
docs citations

5
times ranked

237
citing authors

#	ARTICLE	IF	CITATIONS
1	Does Distance Still Matter? Geographic Proximity and New Product Development. Journal of Marketing, 2005, 69, 44-60.	11.3	271
2	What does it take to survive in a digital world? Resource-based theory and strategic change in the TV industry. Journal of Cultural Economics, 2021, 45, 263-293.	2.2	26
3	Dynamic strategic goal setting: theory and initial evidence. Review of Marketing Research, 2010, , 19-62.	0.2	5
4	Transitioning to a Digital World. Review of Marketing Research, 2019, , 1-11.	0.2	3
5	Transacting with Strangers in a Digital World. Journal of Macromarketing, 2023, 43, 76-84.	2.6	0