

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