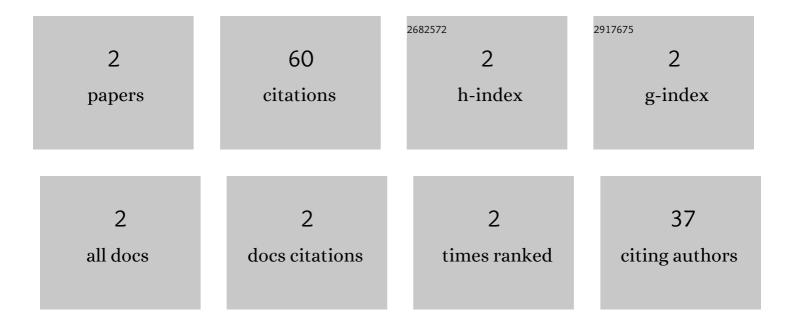
Leon Gim Lim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5774804/publications.pdf Version: 2024-02-01



| # | Article | IF | CITATIONS |
|---|---|------|-----------|
| 1 | Customer Satisfaction and Its Impact on the Future Costs of Selling. Journal of Marketing, 2020, 84, 23-44. | 11.3 | 46 |
| 2 | Investors' evaluations of price-increase preannouncements. International Journal of Research in Marketing, 2018, 35, 359-377. | 4.2 | 14 |