

# Leon Gim Lim

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5774804/publications.pdf>

Version: 2024-02-01

2  
papers

60  
citations

2682572

2  
h-index

2917675

2  
g-index

2  
all docs

2  
docs citations

2  
times ranked

37  
citing authors

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