
A term “proceedings” at the end of an article listing indicates that the paper was published in full, when instead the term “abstract” is used it makes clear that the print/CD/website publication occurs as an abstract only.

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2012


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10. **Liu, Fang, Y. Zhang, J. Li, and D. Olura (2010). Perceived Benefits and Acceptance: A cross-cultural Study of Responses to Mobile Advertising, the Royal bank International Research Seminar, the 2010 Global Marketing Conference September 9-12, Tokyo, Japan.**

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2005


2004


2003


2002


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