



**Department of Marketing & International Business**  
**PUBLICATIONS by DEPARTMENTAL FACULTY**  
**ACADEMIC JOURNALS (1998 - 2013)**

**2013 (Published and Accepted for Publication)**

1. G. P. Moschis, **A. Mathur**, C. K. Fatt, and C. Pizzutti (forthcoming). *Effects of Family Structure on Materialism and Compulsive Consumption: a Life Course Study in Brazil*. **Journal of Research for Consumers**.
2. **Wilson, R.T.** and B.D. Till (2013). *Recall of Pre-show Cinema Advertising: A Message Response Involvement Perspective*. **Journal of Marketing Communications**. 19, (1), pp. 1-21.
3. **McMellon, C.A** (forthcoming). *New Advantages and Insights into the Living Case Method. An Exploratory Study*. **Journal of the Academy of Business and Economics**.
4. A. Baker, **A. Mathur**, C. K. Fatt, George P. Moschis, and Edward Rigdon (forthcoming). *Using the Life Course Paradigm to Explain Mechanisms that Link Family Disruptions to Compulsive Buying*. **Journal of Consumer Affairs**.
5. **A. Mathur** (forthcoming). *Materialism and Charitable Giving: Can They Co-exist?* **Journal of Consumer Behaviour**.
6. G. P. Moschis, F. S. Ong, **A. Mathur**, M. Abessi, and Y. Takako (2013). *Cultural and Sub-cultural Differences in Reliability: An Empirical Study in Japan and Malaysia*, **Asia Pacific Journal of Marketing and Logistics**. 25(1), pp. 34-47.
7. Fan, J. R. Litchfield, S. Islam, B. Weiner, M. Alexander, C. Liu, and **S. Kulviwat**. (forthcoming). *Workplace Social Self-efficacy: Concept, Measure, and Initial Validity Evidence*. **Journal of Career Assessment**.
8. **McMellon, C.** (2013). *The Daily You: How the New Advertising Industry is Defining Your Identity and Your Worth*. By Joseph Turow. (Book Review). **The Journal of Advertising Education**. 17, (1).
9. **McMellon, C.** (2013). *Mad women: The Other Side of Life on Madison Avenue in the '60s and Beyond* by Jane Maas. (Book Review). **The Journal of Advertising Education**. 17, (1).

## 2012

1. K. J. Hatten, **W. L. James**, R. C. Fink and J.P. Keeler (2012). *MacNeil's Relational Norms & his Non-Mirrored Ends Proposition*. **Journal of Marketing Channels**. 19, (1), pp. 1-16.
2. **Wilson, R.T.** and B.D. Till (2012). *Targeting of Outdoor Alcohol Advertising: A Study Across Ethnic and Income Groups*. **Journal of Current Issues and Research in Advertising**, 33, (2), pp. 267-281.
3. **Wilson, R.T.** and D.W. Baack (2012). *Attracting Foreign Direct Investment: Applying Dunning's Location Advantages Framework to FDI Advertising*. **Journal of International Marketing**. 20, (2), pp. 95-115.
4. Stevans, L., **Neelankavil, J.P.**, Mendoza, R., and Shankar, S., (2012). *The economic competitiveness of countries: A principle factor approach*. , **International Journal of Economic and Finance**. 4, (12), pp. 80-92.
5. Jadhav, A., **J.P. Neelankavil**, and D. Andrews, (2012). *Maximum sustainable Level of national debt*. **Journal of Accounting and Finance**, 12, (2), pp. 51-64.
6. **Sherman, E.**, Schiffman L. and **Thelen, S.** (2012) . *Young Voters' Trust of Information and Media Sources: The 2008 U. S. Presidential Election*. **Journal of Political Marketing**. 11, (4), pp. 246-264.
7. **McMellon, C.A.** and **W. James**, (2012). *Using pet ownership as a Tool in Segmentation, Targeting, and Positioning*. **International Journal of Business Strategy**, 12(3), pp. 94-99. Also presented at **Academy of Business and Economics (IABE) Conference**, Las Vegas, NV October 14-17, 2012.
8. **Berman, B.** (2012). *3-D Printing: The New Industrial Revolution*. **Business Horizons**, 55, (2), pp. 155-162.
9. **A. Mathur** (2012). *Consumer Acculturation in the Age of Globalization: A Study of First-Generation Indian Immigrants in the United States*. **Journal of International Consumer Marketing**. 24, pp. 372-384.
10. J.M. Planchon, **A.Mathur**, **W. L. James**, and L. Van Hoof (2012). *Liking for the Ad and Interest in Purchase Examined by OLS and SUR*. **Review of Business Research**. 12, (5), pp. 143-149. Note: this paper was also presented at **IABE conference** held in Las Vegas in 2012.
11. E. Lee, **A. Mathur**, C. K. Fatt, and G. P. Moschis, (2012). *The Timing and Context of Consumer Decisions: Insights From The Life Course Paradigm*. **Marketing Letters**. 23, (3), pp. 793-805.

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13. **A. Mathur** (2012). *Managerial Motivation and Determinants of Their Performance A Comparison of Middle-Level Managers From the United States and Europe*. **Journal of International Business and Law**. 11, (2), pp. 339-350.
14. G. P. Moschis, F. S. Ong, M. Ambassi, T. Yamashita, and **A. Mathur** (2012). *Cultural and Age-related Differences in Reliability: An Empirical Study in U.S., Malaysia, and Japan*. **Journal of Targeting, Measurement and Analysis for Marketing**. 19, (3/4), pp. 141-151.
15. **Forman, A., D. H. Lester and D. Loyd** (2012). *A Comparison of Traditional and Online Word-of-Mouth Communication in Influencing Consumer Purchase Decisions*. **International Research Journal of Global Business Development**, 1, (1), 2012. (An earlier version of this paper was published in the Proceedings of the **Global Business Development Institute Conference**, Las Vegas, NV; 2012).
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19. **Thelen, S. & T. Shapiro** (2012). *Predicting Negative Consumer reactions to Services Offshoring*. **Journal of Services Marketing**, 26, (3), pp. 181-193.

## 2011

1. **Neelankavil, J.P.,** L. Stevans, and F.L. Roman, (2011). *Correlates of Economic Growth for Developing Countries: A Panel Cointegration Approach*. **International Review of Applied Economics**. 26, (1), pp. 83-96.
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3. Hsu, S. H., S. Balasubramanian, R. Thakur, and **S. Kulviwat** (2011). *Knowledge-Base and Online Self-Service\**. **Journal of Electronic Commerce Research**, 12 (2), pp. 133-151.

4. W. L. James, G. Torres-Baumgarten, G. Petkovic and T.Havrylenko (2011). *Uses and Gratifications of the Internet in Emerging Markets: The Case of Serbia and Ukraine*, **Journal of Euromarketing**, 20, (1 & 2), (January-June), pp.102-113. N.B. authors incorrect in journal.
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12. **McMellon, C.A.** (2011). *Marketing Lessons from the Grateful Dead*. (review of Scott and Halligan 's book). **The Journal of Consumer Marketing**, 20, (2), pp. 86.
13. **Yoo, B.** (2011). *Store Image on Purchase Intention: The Moderating Effect of Individual and Societal Uncertainty Aversion among American and Korean Consumers*. **Journal of International Business and Law**, 10, (2), pp. 359-368.
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12. **Evans, J.R.** (2010). *Prospective Entrepreneurs: Plan for the Challenges Ahead*. **MBA Review** [India]. (March): pp. 10-15.
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12. **Sherman, E., S. Thelen, & L. Schiffman** (2008). *Impact of Trust on Candidates, Branches of the Government and the Media within the Context of the 2004 U.S. Presidential Election*. **Journal of Political Marketing**.
13. **James, W.L., G. Torres-Baumgarten, G. Petkovic, & T. Havrylenko** (2008). *Exploring Web Language Orientation in Emerging Markets: The Eastern European Case*. **Journal of Targeting, Measurement and Analysis for Marketing** 16 (3): 189-202.
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19. **Neelankavil, J. P.** & M. Chandra (2006) *Strategic and Management Tools for Innovation*. **Improving Quality of Stakeholder Engagement** (January): 13-19.
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