2013 (Published and Accepted for Publication)


10. J.M. Plancon, 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.


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