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**Journal Name : Academy of Marketing Studies Journal  
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00000-80023	FEATURE SELECTION USING CLUSTERING ALGORITHMS	Sashikala Parimi,Padmanabha Aital,	2021	Academy of Marketing Studies Journal 25, Special Issue 2, 1 - 2	India
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00000-81150	CONSUMER EVALUATION OF PRIVATE LABEL BRANDING STRATEGIES	Anant Ram Sudhagani,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 11	India

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00000-81169	THE EFFECT OF LEARNING ORIENTATION ON INNOVATIVE SERVICE DEVELOPMENT AND INSURANCE FIRM PERFORMANCE	Winston Asiedu Inkumsah,Ibn Kailan Abdul-Hamid,Benjamin Baroson Angenu,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 12	Ghana
00000-81187	THE STATUE OF UNITY: A BOOST FOR TOURISM- A CASE STUDY FROM INDIA	Sarbjit Singh Oberoi,Sayan Banerjee,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 9	India
00000-81206	THE REDUCTION OF FINANCIAL WELL-BEING AS AN ANTECEDENT OF CONSUMER VALUE: IMPLICATION FOR LOW PRICE STRATEGIES IN TURBULENT ECONOMIES	Emna Arfa,Kaouther Saied,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 10	Tunisia
00000-81240	INDIAN RETAIL ENTREPRENEURS AND INTERNATIONAL MARKETERS: A VIABLE BUSINESS ECOSYSTEM FOR INDIAN START-UPS	Pranav Kumar,Usha Seshadri,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 13	United Arab Emirates
00000-81258	ENHANCING SERVICE ENGAGEMENT AND COLLABORATIVE DECISION MAKING THROUGH WEARABLE DEVICE ADOPTION	Vaidik Bhatt,Samyadip Chakraborty,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 12	India
00000-81264	OPEN INNOVATION FOR BETTER GOVERNANCE: A CASE STUDY OF MYGOV PLATFORM OF GOVERNMENT OF INDIA	Saikat Banerjee,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 5	India
00000-81277	THE ROLE OF FOREIGN INVESTMENT IN PROMOTING EXPORTS IN ZIMBABWE	Tayengwa Chitauro,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 7	Zambia
00000-81301	CONSUMERS PERCEIVED ADVERTISING VALUE AND ATTITUDE TOWARDS SMS ADVERTISEMENTS IN DEVELOPING COUNTRIES: THE CASE OF FIJI	Neelesh Gounder,Jashwini Narayan,Samantha Naidu,Tuma Greig,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 15	Fiji
00000-81314	PARADIGM SHIFT IN RETAIL EXPERIENCE AND PREFERENCE OF CUSTOMERS IN INDIA	Madhu Jasola,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 6	India
00000-81327	THE ROLE OF INTERNAL MARKETING ON THE PARLIAMENTARY DEALINGS IN GHANA: PERCEPTION FROM GHANAISANS	Gertrude Agyemang,Alfred Owusu,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 11	Ghana
00000-81356	INTENION TO PURCHASE GREEN ENERGY OF AUSTRALIAN CONSUMERS INITIAL RESEARCH FINDINGS	Al Sadat I Ahmed,Parves Sultan,Galina Williams,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 9	Australia
00000-81368	FORECASTING PRICE LEVELS IN INDIA – AN ARIMA FRAMEWORK	Arindam Banerjee,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 15	India
00000-81430	EXPLORING THE ROLE OF SOCIAL MEDIA IN SHAPING CONSUMER BUYING BEHAVIOR: A FACTOR ANALYSIS	Chand Prakash,Sunil Kumar,Amit Dangi,Kanchan Yadav,	2021	Academy of Marketing Studies	India

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00000-81464	CONSUMER RESISTANCE TO INNOVATIONS IN ORNAMENTAL GOLD JEWELLERY	Shalini Kakkar,Pradnya V Chitrao,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 16	India
00000-81480	CUSTOMER EXPERIENCE, SOCIAL REGARD AND MARKETING OUTCOME (SATISFACTION AND LOYALTY): SUB SAHARAN OIL MARKETING COMPANIES PERSPECTIVE	Atia Alpha Alfa,Ebenezer Addae,Winston Asiedu Inkumsah,Robert Yaw Amponsah,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 22	Ghana
00000-81499	EMERGING DIMENSIONS OF WOMEN LEISURE TRAVELER: A REVIEW OF MOTIVATION AND PSYCHOGRAPHIC FACTORS	Isha Singh,Devashish Das Gupta,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 12	India
00000-81519	ETHNOGRAPHIC AND EXPLORATORY STUDY OF PASSENGERS' PERCEIVED FACTORS TOWARDS THE AIRPORT ADVERTISING	Palvi Jearth,Gurcharan Singh,Shikhil Munjal,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 13	India
00000-81533	NEW COMER RETAILER MADE SEVERE COMPETITION IN PANDEMIC ERA: XIMIVOGUE JAKARTA CASE	Hedro Prabowo,Umbas Krisnanto,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 8	Indonesia
00000-81559	TECHNOLOGY ADOPTION: A SOLUTION FOR SMES TO OVERCOME PROBLEMS DURING COVID-19	Anuj Kumar,Nishu Ayedee,	2021	Academy of Marketing Studies Journal 21, 1, 1 - 16	India
00000-81577	A STUDY OF PURCHASE INTENTION ON SMARTPHONES OF COLLEGE STUDENTS IN HONG KONG	Anthony Tik-Tsuen WONG,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 15	Hong Kong
00000-81600	HOW MUCH EFFICIENT ARE THE FAST-FOOD RESTAURANTS TO ACHIEVE CUSTOMER SATISFACTION IN BANGLADESH?	Fazlul Hoque,Tahmina Akter Joya,Sajeeb Saha,Bisakha Dewan,Sauda Afrin Anny,Moriom Khatun,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 13	Bangladesh
00000-81619	THE EXISTENCE OF DAY OF THE WEEK EFFECT IN INDIAN STOCK MARKET	Neha Bankoti,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 8	Uzbekistan
00000-81628	CUSTOMER EXPERIENCES AND A CONCEPTUAL MODEL PROPOSED FOR RETAIL BANKING EXPERIENCES IN BANK SETTINGS OF MAURITIUS	Sharmila Pudaruth,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 13	Mauritius
00000-81645	GREEN MORNING: CASTING SOCIAL MEDIA STRATEGY FOR SUSTAINABLE BUSINESS GROWTH	Gargi Rawat,Prem Prakash Dewani,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 10	India
00000-81663	ENVIRONMENTALLY CONSCIOUS CONSUMERS AND ELECTRIC	Chirag Malik,Sonali Yadav,	2021	Academy of	India

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00000-81697	FACTORS UNDERLYING CONSUMER ONLINE BUYING DECISIONS IN AN INDIAN CONTEXT	Jaipal Rathod,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 8	India
00000-81711	ONE OF YOUR NEIGHBORS IS A SWINGER: WHY DON'T MARKETING ACADEMICS CARE? INTRODUCING CONSENSUAL NON-MONOGAMY	Patrick A Barbro,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 7	United States
00000-81728	THE IMPACT OF EMOTIONS ON CONSUMER ATTITUDE TOWARDS A SELF-DRIVING VEHICLE: USING THE PAD (PLEASURE, AROUSAL, DOMINANCE) PARADIGM TO PREDICT INTENTION TO USE	Kevin Elliott,Mark Hall,Juan Gloria Meng,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 13	United States
00000-81743	HOW THE HIRING OF STIGMATIZED POPULATIONS CAN LEAD TO A CSR BACKFIRE EFFECT	Jingzhi Shang,Todd Green,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 16	Canada
00000-81748	MANAGING LOCAL AND INTERNATIONAL CHALLENGES FACED BY SMES OF ISLAND STATES ECONOMIES IN THE MIDST OF THE COVID-19 PANDEMIC- EVIDENCE FROM MAURITIUS	Rajesh Sannegadu,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 13	Mauritius
00000-81766	ADOPTION OF CONTACTLESS PAYMENTS DURING COVID-19 PANDEMIC – AN INTEGRATION OF PROTECTION MOTIVATION THEORY (PMT) AND UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT)	Chetan Srivastava,G. Mahendar ,Vishnu Vandana,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 20	India
00000-81779	THE IMPACT OF SOCIAL MEDIA SHARING ON BRAND ASSOCIATION OF STARTUPS: A STUDY ON IT STARTUPS IN HYDERABAD, INDIA	D. Prasanna ,Dillip Kumar Parida,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 14	India
00000-81791	DETERMINANTS OF CONSUMER PATRONAGE FOR RETAIL BANKING OUTLET CHOICE IN EMERGING ECONOMIES	V.V. Devi Prasad Kotni,	2021	Academy of Marketing Studies Journal 25, Special Issue 1, 1 - 13	India
00000-81801	COVID-19 OVERVIEW OF IMPACT ON THE GLOBAL ECONOMY AND STEPS OR SUGGESTIONS TO COMBAT THE SCENARIO	Sajjan Choudhuri,	2021	Academy of Marketing Studies Journal 25, Special Issue 1, 1 - 7	India
00000-81811	ARE INDIAN CONSUMERS HAPPY WITH ARTIFICIAL INTELLIGENCE ENABLED PERSONALIZED CUSTOMER	Renu Isidore. R.C. Joe Arun,	2021	Academy of Marketing Studies	India

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00000-81855	SWITCHING BEHAVIOR TOWARD ONLINE SHOPPING: COERCION OR CHOICE DURING COVID-19 PANDEMIC	Ram Komal Prasad,Manish Kumar Srivastava,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 15	India
00000-81868	RETAIL BRAND MANAGEMENT: A LITERATURE REVIEW	Valentin Gallart-Camahort,Luis Callarisa Fiol,Javier Sanchez Garcia,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 8	Spain
00000-81887	MANAGEMENT PRACTICES FOR ACQUISITION AND RETENTION IN SERVICE ENTERPRISES: AN EMPIRICAL INVESTIGATION OF HOSPITALS	Steve Katanga,Daleep Parimoo,Sweta Dixit,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 16	India
00000-81905	CONSUMERS` INSIGHTS TO PURCHASE G-SHOCK WRISTWATCH	Gunjan Malhotra,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 13	India
00000-81917	EXPLORING ENTREPRENEURIAL CHARACTERISTICS AND MOTIVATIONAL FACTORS AMONG UNIVERSITY STUDENTS	Parveen kumari,Satinder kumar,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 13	India
00000-81928	EVALUATING THE IMPACT OF CONSTRUCTION RISK FACTORS ON PROJECT PERFORMANCE IN INDIA: STRUCTURAL EQUATION MODELING	Manpreet Kaur,Rajwinder Singh,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 22	India
00000-81945	FACTORS INFLUENCING WOMEN`S PERCEPTION OF WEBSITE ATTRIBUTES AND PURCHASE INTENTIONS	Vaishali Hemant Pardeshi,Vandana Khanna,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 10	India
00000-81955	E-TOURISM: HOW CUSTOMERS` INTENTION TO USE BE AFFECTED?	Anthony Tik-Tsuen WONG,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 19	Hong Kong
00000-81970	DOES CONSUMER DEMOGRAPHICS EFFECTS STORE LOYALTY IN DEPARTMENTAL STORES?	Mujibur Rahman,Md. Chand Rashid,Jitender Kumar,Ashish Gupta,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 18	India
00000-81980	GREEN MORNING (A): TREE TRANSPLANTATION, EXPLORING GROWTH STRATEGIES IN EMERGING ECONOMIES	Prem Prakash Dewani,Ayushi Gangwar,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 14	India
00000-81987	ATTRIBUTION MODELLING IN MARKETING: LITERATURE REVIEW AND RESEARCH AGENDA	Jitendra Gaur,Kumkum Bharti,	2020	Academy of Marketing Studies	India

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00000-82018	PROPAGANDA AS COMMUNICATION STRATEGY: HISTORIC AND CONTEMPORARY PERSPECTIVE	Mohit Malhan,Prem Prakash Dewani,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 15	India
00000-82028	BARRIERS TOWARDS THE ADOPTION OF DIGITAL LEARNING PLATFORMS	Sayantana Khanra,Manikanta Budankayala,Surya Tej Doddi,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 7	India
00000-82038	DO IMPULSIVE BUYING INFLUENCE COMPULSIVE BUYING?	Bidyut Jyoti Gogoi,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 15	India
00000-82051	SURVIVABILITY AND RESILIENCE OF SUPPLY CHAIN SYSTEM POST-PANDEMIC IN INDIA	Ramanjaneyulu Mogili,Kashmira Ganji,G.V.R.K Acharyulu ,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 11	India
00000-82060	REVEALED COMPARATIVE ADVANTAGE INDEX: AN ANALYSIS OF REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP FROM INDIAN PERSPECTIVE	Monika Jain,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 7	India
00000-82075	A CRITICAL STUDY ON INDIAN PREMIER LEAGUE (IPL) AND ITS MARKETING IMPLICATION TO OVERCOME THE CHALLENGES OF CONTROVERSY, CLUTTER AND SIGNIFICANCE BEYOND CRICKET	Rajesh. J ,Ramanjaneyulu Mogili,Sivakumar. V. J ,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 9	India
00000-82084	UNDERSTANDING THE DETERMINANTS OF YOUNG INDIANS' SHOPPING INTENTION DURING COVID-19	Rabindra Kumar Jena,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 17	India
00000-82096	IMPACT OF TYPE FONTS ON BRANDED PRODUCT PURCHASE IN SUSTAINABLE EMERGING ECONOMIES OF AFRICAN REGION – EVIDENCE FROM MAURITIUS ON A GENDERED BASED STUDY	Thanika Devi Juwaheer,Sharmila Pudaruth,Rajesh Sannegadu,Kooldeep Sahye,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 20	Mauritius
00000-82107	INFLUENCE OF TELEVISION TRAVEL SHOWS ON VIEWER'S PURCHASE BEHAVIOR	Rakhi Raturi,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 13	India
00000-82113	ROLE OF CULTURAL VALUES AMONG YOUTH ON SEGMENTING THE ADVERTISING ACROSS INDIA	Gurcharan Singh,Kanwarvir Singh Khaira,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 5	India
00000-82124	AN ANALYSIS ON THE EFFECT OF DA AS A MEDIATOR BETWEEN TRAIT-BASED EI AND INDIVIDUAL WORK	S.N. Raghavendra ,B. Arul Senthil,	2020	Academy of Marketing Studies	India



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00000-82138	IS SMARTPHONE LOAFING ENERGIZING, CREATIVE, INNOVATIVE AND PRODUCTIVE AT THE WORKPLACE?	Fouzia Hadi Ali,Ahmed Muneeb Mehta,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 12	Pakistan
00000-82151	IMPACT OF EMOTIONAL LABOR STRATEGIES ON EMOTIONAL EXHAUSTION: MEDIATING EFFECT OF ANXIETY IN PAKISTANI HOTEL INDUSTRY	Nazia Rafiq,Abdus Sattar Abbasi,Shrafat Ali Sair,Ahmed Muneeb Mehta,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 23	Pakistan
00000-82158	THE DETERMINANTS OF CUSTOMER` SHOP ONLINE: A CASE OF STUDY FROM INDIAN CONTEXT	Jaipal Rathod,Gosala Raju,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 16	India
00000-82179	CRITICAL REVIEW OF BINGE WATCHING BEHAVIOUR THROUGH THE PRISM OF VROOM`S EXPECTANCY THEORY	Arvin Subramanian,A. Seetharaman ,K. Maddulety ,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 11	India
00000-82187	CHANGING CONSUMER BEHAVIOURS TOWARDS ONLINE SHOPPING - AN IMPACT OF COVID 19	Anupam Sharma,Deepika Jhamb,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 10	India
00000-82203	AFFECTIVE PRIMING TECHNIQUE IN ADVERTISING - AN EMPIRICAL STUDY WITH REFERENCE TO FAST MOVING CONSUMER GOODS SECTOR	N Meena Rani,Divya Nair,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 10	India
00000-82213	TECHNOLOGY ACCEPTANCE MODEL AND SOCIAL COMMERCE SITES USAGE: AN IMPACT OF SOCIAL INFLUENCE AND SOCIAL CAPITAL	Kamaljeet Kaur,Satinder kumar,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 20	India
00000-82223	INCORPORATING SUSTAINABILITY IN THE REALM OF MARKETING: A THEORETICAL FRAMEWORK	Pingali Venugopal,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 8	India
00000-82229	GEN Z, INSTAGRAM INFLUENCERS, AND HASHTAGS` INFLUENCE ON PURCHASE INTENTION OF APPAREL	Ouya Huang,Lauren Copeland,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 14	United States
00000-82237	A CONCEPTUAL FRAMEWORK ON THE INFLUENCE OF AUTHENTICITY IN ADVERTISING AND POSITIVE ELECTRONIC WORD OF MOUTH ON CUSTOMER SATISFACTION	Ragu Prasadh Rajendran,C. Joe Arun,		2020	Academy of Marketing Studies Journal 24, 3, 1 - 10	India
00000-82253	TO STUDY THE IMPACT OF INSTAFAMOUS CELEBRITIES ON CONSUMER BUYING BEHAVIOR	Yuvika Gupta,Sonal Agarwal,P.B Singh ,		2020	Academy of Marketing Studies Journal 24, 2, 1 - 13	India
00000-82263	SUSTAINABLE DAIRY PRACTICES AN INSIGHT TO CHAIN COORDINATION MECHANISMS OF UNORGANIZED SEGMENT OF DAIRY SECTOR IN PUNJAB STATE	Meenakshi Gupta,Vikas Sharma,		2020	Academy of Marketing Studies Journal 24, 2, 1 - 13	India
00000-82269	EXPLORING DETERMINANTS OF THE MARKETING BUDGET	David J Smith,		2020	Academy of	United States



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00000-82275	CUSTOMER RELATIONSHIP TOWARDS BOUNDARY SPANNER IN-STORE (BAKHALA): A SAUDI PERSPECTIVE	Abdul Razzak Hashmi,Adil Zia,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 8	Saudi Arabia
00000-82287	CUSTOMER VALUE CO-CREATION BEHAVIOR OF HIGHER EDUCATION IN SOUTH SUMATERA	Supriyadi ,Willy Arafah,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 14	Indonesia
00000-82295	INTERCULTURAL ISSUES IN INTERNATIONAL TOURISM NEGOTIATIONS	Dorsaf Dellech,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 14	Tunisia
00000-82310	THE RELATIONSHIP BETWEEN MOBILE RETAIL SERVICE QUALITY, CUSTOMER SATISFACTION AND BEHAVIOR INTENTIONS	Manling Meng,Trina Sego,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 16	New Zealand
00000-82316	ENHANCING BEHAVIORAL INTENTION IN OUT-OFSTOCK SITUATIONS-THE MEDIATING ROLE OF PERCEIVED PRODUCT UNIQUENESS AND PERCEIVED CONSUMPTION RISK	Madhumitha Ezhilkumar,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 15	India
00000-82330	STRATEGY OF PRODUCTIVITY MANAGEMENT FOR THAILAND MANUFACTURING	Pantit Varnakomala,Anucha Thapayom,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 13	Thailand
00000-82335	ENHANCING POPULARITY OF A TOURIST DESTINATION: WHY RELATIONSHIP MATTERS?	Bidyut Jyoti Gogoi,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 16	India
00000-82352	BUILDING CUSTOMER CITIZENSHIP BEHAVIOR THROUGH MULTIPLE SELF-CONGRUENCIES WITH BRAND PASSION AS A MEDIATOR - A CASE OF LETAO THAILAND BRAND COMMUNITY ON FACEBOOK PAGE	Dolnapa Tumwattana,Thongchai Srivardhana,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 15	Thailand
00000-82370	CUSTOMER PERCEPTION ON PURCHASING THROUGH FACEBOOK IN BANGLADESH: AN EMPIRICAL STUDY ON DHAKA CITY	Fazlul Hoque,Tahmina Akter Joya,Asma Akter,Taskin Afrina,Tahrima Haque Beg,Abu Zafar Ahmed Mukul,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 14	Bangladesh
00000-82377	EXAMINING INTENSITY OF USE: A CASE OF FUNNY SELFIES	Vikas Gautam,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 12	India
00000-82391	A STUDY ON CONSUMERS' MOTIVATIONS TOWARDS ORGANIC FOOD PRODUCTS IN INDIA	Dasari Panduranga Rao,Ramanjaneyulu Mogili,Samala Nagaraj,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 8	Canada
00000-82415	DETERMINANTS OF AGRI-HOTEL CUSTOMERS' EXPERIENCE	Vinay Chittiprolu,Mohan Venkatesh Palani,D.V.Srinivas	2020	Academy of	India

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00000-82451	FRAMING AUSTRALIAN CONSUMERS` GREEN ENERGY BUYING BEHAVIOUR: A REVIEW AND THEORETICAL FOUNDATION FOR FUTURE RESEARCH	Al Sadat I Ahmed,Parves Sultan,Galina Williams,	2020	Academy of Marketing Studies Journal 24, 4, 1 - 5	Australia
00000-82467	IMPACT OF E-REVIEWS ON MILLENNIAL`S CAFE VISIT DECISION MAKING WITH REFERENCE TO DEHRADUN REGION	Amit Tariyal,Shalini Singh,Swati Bisht,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 13	India
00000-82478	THE IMPACT OF MYERS-BRIGGS PERSONALITY TYPES (INTROVERSION AND EXTROVERSION) ON PURCHASE INTENTION TOWARDS INTERNATIONAL FASHION BRANDS OF MILLENNIALS IN INDIA	Anisha Talwar,Jaspreet Kaur,Varun Duggal,	2020	Academy of Marketing Studies Journal 24, 2, 1 - 15	India
00000-82494	KUWAITI CONSUMERS` ATTITUDES TOWARDS ADAPTED PERFUME ADVERTISEMENTS: THE INFLUENCE OF COSMOPOLITANISM, RELIGIOSITY, ETHNOCENTRISM AND NATIONAL IDENTITY	Mohamed M Mostafa,Fajer S Al-Mutawa,Mohaned T Al-Hamdi,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 13	Kuwait
00000-82499	MIRROR PRISONER EFFECT (NARCISSUS EFFECT) ON INDIAN IT SERVICES SECTOR: STRATEGIC THINKING & DIRECTION	Achutha Jois,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 18	India
00000-82506	ONLINE VIDEO NARRATIVES - STRIKING THE RIGHT CHORDS?	Aditi Mudgal,Amrendra Pandey,Amarnath Bose,Pankaj Priya,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 10	India
00000-82513	DIGITAL INTEGRATED MARKETING COMMUNICATION (DIMC) AND IT`S LOGICAL RELATIONSHIP WITH CO-BRANDING AND BRAND VALUES WITH REFERENCE TO COKE STUDIO	Anand Shankar Raja M,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 21	India
00000-82521	MAXIMIZING CUSTOMER LIFETIME VALUE USING DYNAMIC PROGRAMMING: THEORETICAL AND PRACTICAL IMPLICATIONS	Eman AboElHamd,Hamed M Shamma,Mohamed Saleh,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 25	Egypt
00000-82535	IMPACT OF SERVICES QUALITY IN E-BANKING: EVIDENCE FROM INDIAN PUBLIC BANKS	Jitender Kumar,Monisha ,Ashish Gupta,Md. Chand Rashid,Hari Shankar Shyam,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 20	India
00000-82543	A CONCEPTUAL FRAMEWORK TO UNDERSTAND THE ROLE OF ANTHROPOMORPHISM IN DRIVING CIRCULAR ECONOMY	Jayshree Jaiswal,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 15	India
00000-82550	AN INVESTIGATION ON BRAND BOYCOTT: UNDERSTANDING	Ram Komal Prasad,Sanjeev Verma,	2020	Academy of	India

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00000-82579	E-SERVICE FACTORS AFFECTING E-CUSTOMER SATISFACTION AND THE INTENTION OF E-SHOPPING: EVIDENCE FROM IRANIAN ELECTRONIC BUSINESSES	Isar Kiani,Fariba Latifi,Fatemeh Aliakbari,	2020	Academy of Marketing Studies Journal 24, 1, 0 - 0	United States	
00000-82595	AN EMPIRICAL STUDY OF THE DIMENSIONS OF ENTREPRENEURIAL MARKETING	Ranbir Singh Sodhi,Dhananjay Bapat,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 7	India	
00000-82607	AN EXAMINATION OF CUSTOMER RELATIONSHIP VALUE IN HIGH VS LOW TECHNOLOGY INDUSTRIES	Neeru Sharma,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 24	Australia	
00000-82649	CHANGING CONSUMER PREFERENCES: FACTORS INFLUENCING CHOICE OF FAST FOOD OUTLET	Bidyut Jyoti Gogoi,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 17	India	
00000-82660	AN EMPIRICAL STUDY ON ASSESSING BRAND LOYALTY IN AUTOMOBILE INDUSTRY USING HIDDEN MARKOV MODEL	Serkan Varol,Alberto Marquez,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 13	United States	
00000-82664	HOW BRAND IMAGE AND PERCEIVED SERVICE QUALITY AFFECT CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION	Ahmed Muneeb Mehta,Maham Tariq,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 10	Pakistan	
00000-82679	CONSUMER PREFERENCES AND FUTURE IMPACT ON THE ALGERIAN CAR MARKET	Soufyane Bouali,Selma Douha,Mohsen Debbabi,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 6	Algeria	
00000-82690	YIELDING TO TEMPTATION; ANALYZING BILLBOARD ADVERTISEMENT AND HOUSE HOLD CONSUMERS PERCEPTION IN PAKISTAN	Ahmed Muneeb Mehta,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 7	Pakistan	
00000-82719	CHANGING CONSUMER VALUES AND SHOPPING BEHAVIOUR IN INDIA	Devashish Das Gupta,Vimal Chandra Verma,George W Leeson,Norbert Meiners,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 26	India	
00000-82735	FACTORS INFLUENCING CUSTOMERS BUYING DECISION TOWARDS SHOPPING ONLINE AND OFFLINE WITH REFERENCE TO COIMBATORE CITY	V.R.Nedunchezian ,R. Suresh Babu,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 8	India	
00000-82752	BRANDED CONTENT IN FASHION RESEARCH: BIBLIOMETRIC ANALYSIS BY CORRELATIONS	Barbara Castillo-Abdul,Luis M Romero-Rodriguez,Amor Perez-Rodriguez,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 7	Spain	
00000-82761	FACTORS AFFECTING THE EXPORT PERFORMANCE OF THE FOOD AND BEVERAGE MANUFACTURING FIRMS IN ZIMBABWE	Tayengwa Chitauro,Reinford Khumalo,	2020	Academy of Marketing Studies Journal 24, 1, 1 - 20	Zambia	

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00000-82772	CUSTOMER VALUE IN IMPROVING INDIHOME CUSTOMER`S TRUST IN WEST JAVA	Erica Nurmartiani,Sucherly ,Meydia Hasan,Rita Komaladewi,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 13	Indonesia
00000-82786	RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN AIRLINES INDUSTRY	A. Thirunavukkarasu ,V.R.Nedunchezian ,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 12	India
00000-82792	FACTORS EFFECTING PURCHASE FREQUENCY IN TURKEY: AN APPLICATION ON SMART PHONES	Baris Batuhan Gecit,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 13	Turkey
00000-82798	ANTECEDENTS FROM PURCHASE INTENTION OF RETAIL BRAND `X`: EVIDENCE FROM INDONESIA	Willy Arafah,Nico Lukito,Richardus Rikang,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 14	Indonesia
00000-82800	PREDICTORS OF CUSTOMER LOYALTY: A CASE OF INDIAN MOBILE TELECOMMUNICATION SERVICES SECTOR	Vikas Gautam,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 18	India
00000-82804	PRICE DISCOUNT AND GIFT CHOICE: INTERPLAY BETWEEN ECONOMIC AND SOCIAL VALUE	Zhuofan Zhang,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 10	United States
00000-82815	THE INFLUENCE OF SELFIES ON PRODUCT AND IMAGE EVALUATION	Patrick A Barbro,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 15	United States
00000-82833	HOW SOCIAL MEDIA COMMUNICATIONS CAN MITIGATE NEGATIVE IMPACTS OF CORPORATE SOCIAL IRRESPONSIBILITY ON CORPORATE FINANCIAL PERFORMANCE?	Saad A Alhoqail,Hyun Young Cho,Kristopher Floyed,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 13	Saudi Arabia
00000-82846	SUCCESS OF MALLS IN AN EMERGING MARKET: AN EVALUATION BEYOND HUFF`S MODEL	Subhendu Dey,Jayanta Banerjee,Bibhutesh Nayak,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 14	India
00000-82852	A MODEL OF SERVICE QUALITY TO IMPROVE INTERNATIONAL AIRPORTS RANKING STARS	Ida Nuraida,Lilian Danil,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 23	Indonesia
00000-82863	CREATING CONSUMER PERSONALITY PROFILE BY USING 3M MODEL AND PARADOXES OF TECHNOLOGY	Angelica Bahl,Sally Baalbaki-Yassine,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 18	United States
00000-82869	THE EFFECT OF CUSTOMER PRIORITIZATION STRATEGY ON CUSTOMER ENTITLEMENT	Svetlana V Davis,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 15	Canada
00000-82876	THE PROBLEMATIC USE OF SMARTPHONE AND FOMO AS	Housseem Edine Nasr,Kaouther Saied Ben Rached,	2019	Academy of	Tunisia

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00000-82900	LEARNING FROM SEMANTIC INCONSISTENCIES AS THE ORIGIN OF DYNAMIC CAPABILITIES IN MNCS: EVIDENCE FROM PHARMACEUTICAL MNCS	Isar Kiani,Pouya Seifzadeh,Ian Alam,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 18	United States
00000-82918	DECISION MODEL BASED ON TECHNOLOGY ACCEPTANCE MODEL (TAM) FOR ONLINE SHOP CONSUMERS IN INDONESIA	Dede Suleman,Ida Zuniarti,Sabil ,Eka Dyah Setyaningsih,Vera Agustina Yanti,Isnurrini Hidayat Susilowati,Imelda Sari,Sofyan Marwansyah,Seno Sudarmono Hadi,Amin Setio Lestiningsih,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 14	Indonesia
00000-82931	MARKETING ARTIFICIAL INTELLIGENCE: CREATING THE AI ARCHETYPE FOR EVOKING THE PERSONALITY TRUST	Gulnara Z Karimova,Amir Shirkhanbeik,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 13	United Arab Emirates
00000-82944	MOBILE INTERNET USE BY GENERATION Z: EVIDENCE FROM AN EMERGING MARKET	Rania S Hussein,Mahmoud Attia,	2019	Academy of Marketing Studies Journal 23, 4, 1 - 16	Egypt
00000-82964	DOES PACKAGING INFLUENCE PURCHASE DECISIONS OF FOOD PRODUCTS? A STUDY OF YOUNG CONSUMERS OF INDIA	Sanjeev Kapoor,Niraj Kumar,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 16	India
00000-82968	FACTORS MAKING UP WORD OF MOUTH AND BRAND EQUITY: A STUDY AMONG FASHION CLOTHING STORES` CUSTOMERS	Mohamed Ismail Mujahid Hilal,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 11	Sri Lanka
00000-82980	DISPUTE RESOLUTION OF ONLINE SHOPPER`S IN INDIA	Hemant Katole,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 15	India
00000-82993	EFFECT OF UTILITARIAN VALUE AND HEDONIC VALUE ON THE JAMBI BATIK PURCHASE DECISION	Dahmiri ,Sigit Indrawijaya,Sylvia Kartika Wulan Bhayangkari,Nurida Isnaeni,Wirmie Eka Putra,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 8	Indonesia
00000-83014	EXPLORING THE SOCIO-ECONOMIC AND TECHNOLOGICAL SITUATION OF INDIAN AVIATION INDUSTRY	Ashutosh Kolte,Balkrishan V Sangvikar,Komal Tilak Shettigar,Kevin Francis Joy,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 8	India
00000-83022	ECONOMIC REFORM AND WHOLLY FOREIGN-OWNED ENTERPRISES IN CHINA: MARKETING LESSONS FOR SAUDI ARABIA IN IMPLEMENTING ITS OWN ECONOMIC REFORMS	Fadye Saud Alfayad,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 11	Saudi Arabia
00000-83044	SERVICE QUALITY, SATISFACTION AND BEHAVIOURAL INTENTION: MEDIATION AND INTERACTION ANALYSIS IN ELECTRONIC FOOD ORDERING SERVICES	J. K. Sharma ,Nishant Kumar,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 15	India
00000-83063	PERSONAL TRUST, INSTITUTION TRUST AND CONSUMERISM ATTITUDES TOWARDS MOBILE MARKETING AND BANKING SERVICES IN INDIA	Balakrishnan Menon,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 13	India

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00000-83070	AWARENESS AND KNOWLEDGE TO GEORGIAN QVEVRI WINE IN POLAND AND THE WAYS TO ITS IMPROVEMENT	Rusudan Beriashvili,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 7	Georgia
00000-83084	DETERMINANTS OF SOCIAL MEDIA MARKETING ADOPTION AMONG SMES: A CONCEPTUAL FRAMEWORK	Bhabesh Kumar,Ahmed Al Asheq,Munmun Rahaman,Md. Mobarak Karim,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 6	Bangladesh
00000-83102	CULTURAL VALUES IN MAGAZINE ADVERTISING: A COMPARATIVE STUDY OF THE ARAB WORLD AND THE UNITED STATES	Najah Shahin,Morris Kalliny,Sami Shahin,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 20	Bahrain
00000-83114	DRIVERS OF MARKETING CHANNEL PERFORMANCE: EVIDENCE FROM IRAN	Mohammad Abbaszadeh,Mohammad Haghighi,Mohammad Rahim Esfidani,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 14	Iran
00000-83139	UNDERSTANDING SINA WEIBO USERS` LIKING BEHAVIOR: AN EMPIRICAL STUDY IN CHINA	Yiyi Wang,Md. Jahidur Rahman,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 13	China
00000-83150	THE IMPACT OF COSMETICS INDUSTRY SOCIAL MEDIA MARKETING ON BRAND LOYALTY: EVIDENCE FROM CHINESE COLLEGE STUDENTS	Man Qitong,Md. Jahidur Rahman,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 15	China
00000-83161	THE AUDITOR`S PROFESSIONAL JUDGMENT PROCESS	Hami Hojatifard,Omid Pourheidari,Mahdi Baharmoghadam,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 8	Iran
00000-83169	HOW EFFECTIVE ARE YOUR ACTIONS? IMPACT OF PERCEIVED CONSUMER EFFECTIVENESS ON GREEN PURCHASING BEHAVIOR	Manoj Das,Mahesh Ramalingam,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 8	India
00000-83184	ETHNOCENTRIC PRODUCT ADVANTAGE: A PERSPECTIVE OF COMPETITIVE ADVANTAGE IN SMALL AND MEDIUM ENTERPRISES (SMEs)	Ahmad Hanfan,Ahmad Ikhwan Setiawan,Hayati Nopus,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 14	Indonesia
00000-83193	WHAT DETERMINES SPLIT BANKING? EVIDENCE FROM INDIAN EXPORTING SMES	Manpreet Kaur,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 11	India
00000-83202	EFFECTS OF AIRBNB HOSTS` QUALITY AND QUANTITY ATTRIBUTES ON RESERVATION PERFORMANCE: THE CASE OF HONG KONG	Dusang Zhao,Md. Jahidur Rahman,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 13	China
00000-83207	SERVICE INNOVATION, FIRM LOCATION AND PRICING ORIENTATION OF SMEs AUTOMOBILE SERVICES	Collins Kankam Kwarteng,Peter Sarpong,Stephen Acheampong,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 10	Ghana
00000-83215	DOES JOINT MARKETING PROMOTIONS RESULT IN A PRISONERS DILEMMA?	Suli Lin,Kai-Chi Hsu ,Shengyeh Wu ,Guan-Ru Chen,Liang-Yu Heish,	2019	Academy of Marketing Studies	Taiwan



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00000-83221	THE EFFECTS OF SCANDAL ON CORPORATE IMAGE AND PURCHASE INTENTION: PERSPECTIVES FROM CONSUMERS	Zhuofan Zhang,Ruth Chatelain-Jardon,Jose Luis Daniel,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 12	United States
00000-83228	ADOPTING SOCIAL MEDIA AND IDENTIFYING RETURN ON INVESTMENT FROM USING SOCIAL MEDIA AS MARKETING TOOL AMONGST KUWAITI	Rashed Alhaimer,	2019	Academy of Marketing Studies Journal 23, 2, 1 - 13	Kuwait
00000-83256	HOW TO STRATEGIZE SMES CAPABILITIES VIA ENTREPRENEURIAL MARKETING APPROACHES	Sheerad Sahid,Suriani Abdul Hamid,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 5	Malaysia
00000-83267	SME PERFORMANCE: IMPACT OF MARKET, CUSTOMER AND BRAND ORIENTATION	Ahmed Al Asheq,Md Uzzal Hossain,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 9	Thailand
00000-83278	APPLIED MARKET RESEARCH OF NEW FOOD PRODUCTS ENTERING DOMESTIC MARKET: A CASE STUDY OF A SOUTH AMERICAN FOOD COMPANY ENTERING AUSTRALIAN FOOD MARKET	Yuxi Huan,Zhan Huan,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 17	China
00000-83291	INVESTIGATING THE ROLE OF PARTICIPATION AND CUSTOMER-ENGAGEMENT WITH TOURISM BRANDS (CETB) ON SOCIAL MEDIA	Nagaraj Samala,Sapna Singh,Rhulia Nukhu,Mansi Khetarpal,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 16	India
00000-83303	PERCEPTION OF CONSUMERS TOWARDS SOCIAL MEDIA PRACTICES USED BY MARKETERS FOR CREATING BRAND LOYALTY	Uttera Choudhary,Priya Jhamb,Surinder Sharma,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 12	India
00000-83313	CHANNEL STRATEGY AND MARKETING PERFORMANCE OF SELECTED CONSUMER GOODS FIRMS IN LAGOS STATE, NIGERIA	Adefulu Adesoga D,Adeniran James A,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 18	Nigeria
00000-83321	CHALLENGES FACED BY INDIAN MSMEs IN ADOPTION OF INTERNET MARKETING AND E-COMMERCE	Vidit Mohan,Salman Ali,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 9	India
00000-83334	IMPACT OF DIGITAL STRATEGIES ON CONSUMER DECISION JOURNEY: SPECIAL	Sabyasachi Dasgupta,Priya Grover,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 14	India
00000-83339	ONLINE SHOPPING BEHAVIOR IN WEST AND EAST: A COMPARATIVE ANALYSIS OF USA AND UAE SHOPPERS	Ravindra P Saxena,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 26	United Arab Emirates
00000-83350	WHEN LOVE-BECOMES-HATE EFFECT HAPPENS: AN EMPIRICAL STUDY OF THE IMPACT OF BRAND FAILURE SEVERITY UPON CONSUMERS' NEGATIVE RESPONSES	Kongkidakarn Sakulsinlapakorn,Jing Zhang,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 22	China



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00000-83358	EXAMINING THE CONCEPTUALIZATIONS OF CUSTOMER EXPERIENCE AS A CONSTRUCT	Jyothi Chepur,Rajashekhar Bellamkonda,	2019	Academy of Marketing Studies Journal 23, 1, 1 - 9	India
00000-83366	INTENTION TO PARTICIPATE ON SOCIAL COMMERCE PLATFORM: A STUDY ON E-COMMERCE WEBSITES	Ishfaq Hussain Bhat,Soumya Singh,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 10	India
00000-83380	EXAMINING FINANCIAL RISK TOLERANCE VIA MENTAL ACCOUNTING AND THE BEHAVIORAL LIFE-CYCLE HYPOTHESIS	William C Martin,Arezoo Davari,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 13	United States
00000-83394	SCALE DEVELOPMENT AND INITIAL VALIDATION FOR CONSUMPTION MASSTIGE	Solon Bevilacqua,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 16	Brazil
00000-83404	CONGRUENCE BETWEEN SELF-CONCEPT AND BRAND PERSONALITY, ITS EFFECT ON BRAND EMOTIONAL ATTACHMENT	Mitra Salimi,Amir Khanlari,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 21	Iran
00000-83413	A NEW PERSPECTIVE ON THE COGNITIVE REPRESENTATION OF INTERNAL REFERENCE PRICE	Rajesh Chandrashekar,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 18	United States
00000-83427	EXAMINING FREQUENCY OF OPERATING INTERACTIVE VOICE RESPONSE SYSTEM FOR SPECIFIED PURPOSES (IN MOBILE TELECOMMUNICATION INDUSTRY)	G Vaishnavi ,S.K.G. GANESH ,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 10	India
00000-83441	SEEING UNIVERSITY IN TANGIBLES DIMENSION: A LANDMARK AS A MARKETING STRATEGY FOR UNILAK, IS IT NEEDED?	Jeni Wardi,Dwika Lodia Putri,Budianto Hamuddin,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 12	Indonesia
00000-83453	CRITICAL SUCCESS FACTORS FOR AYURVEDIC AND HERBAL PRODUCT LAUNCH-EVIDENCE FROM INDIA	Sanjeev Verma,Mohit Kalra,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 13	India
00000-83466	MEASURING CONSUMER REACTIONS DURING PRODUCT-HARM CRISIS AMONG INDIAN CONSUMERS	Utkal Khandelwal,Kushagra Kulshreshtha,Vikas Tripathi,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 15	India
00000-83492	ANTECEDENTS OF CUSTOMER LOYALTY IN THE MOBILE TELECOMMUNICATION MARKET. A CROSS-CULTURAL INVESTIGATION	Ioannis Rizomyliotis,Kleopatra Konstantoulaki,Kostas Kaminakis,Apostolos Giovanis,Avraam Papastathopoulos,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 10	United Kingdom
00000-83502	ADVANCED IPA ASSESSMENT FOR CONTEMPORARY EXHIBITION VISITOR'S ENGAGEMENT MARKETING	Chung Ling Huh,Wei-Guang Tsaur,Hung-Ming Yeh,Shih-Shiunn Chen,Wei-Jen Chen,	2018	Academy of Marketing Studies Journal 22, 4, 1 - 12	Taiwan
00000-83510	SOCIAL MEDIA: A CONCEPTUAL MODEL OF THE WHY'S, WHEN'S AND HOW'S OF CONSUMER USAGE OF SOCIAL	Sweta Chaturvedi Thota,	2018	Academy of Marketing Studies	United States

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00000-83517	AN ANALYSIS OF BRAND VALUE AND ITS DETERMINANTS USING QUANTILE REGRESSION	Subrata Kumar Mitra,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 9	India
00000-83533	AN EXPLORATORY STUDY OF THE PERCEPTION OF CO-CREATION EXPERIENCE IN THE TOURISM INDUSTRY: A CASE STUDY IN DANANG CITY, VIETNAM	Lan-Huong Thi Pham,Bao Quoc Truong-Dinh,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 14	Vietnam
00000-83539	CUSTOMER SATISFACTION, SERVICE QUALITY, CONSUMER DEMOGRAPHICS AND WORD OF MOUTH COMMUNICATION PERSPECTIVES: EVIDENCE FROM THE RETAIL BANKING IN UNITED ARAB EMIRATES	Vimi Jham,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 17	United Arab Emirates
00000-83553	SUSTAINABILITY BASED CORPORATE IDENTITY: A STUDY OF CORPORATE WEBSITES	Rama K Jayanti,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 16	United States
00000-83563	COMPARING MARKETING PRACTICES AND FINANCIAL PERFORMANCES IN JORDAN	Majed Khalil Shami,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 12	Jordan
00000-83570	HOW TO COLLABORATE WITH CUSTOMERS FOR NEW SERVICE DEVELOPMENT IN GLOBAL MARKETS?	Intekhab Alam,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 11	United States
00000-83598	THE STUDY OF THE DRIVERS AND INHIBITORS OF INTERNATIONAL TRADE BUSINESSES	Ali Jandoust,Jahangir Yadollahi Farsi,Hossein Moghimi Esfandabadi,Abolfazl Moghimi Esfandabadi,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 10	Iran
00000-83607	MODELLING STORE IMAGE IN RETAIL SERVICES	Dimple Kaul,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 21	India
00000-83621	CONVERGENCE OF THE GLOBAL CELL PHONE MARKET AND UNIVERSAL CELL PHONE BEHAVIOURS	Matti J Haverila,Jenny Haverila,	2018	Academy of Marketing Studies Journal 22, 3, 1 - 26	Canada
00000-83651	Enhancing The Placement Value of Professionally Qualified Students in Marketing: An Application of The Analytic Hierarchy Process	Sanjay Gupta,Vinay Dawar,Amit Goyal,	2018	Academy of Marketing Studies Journal 22, 2, 0 - 0	India
00000-83657	A Review on Providing Loyalty Discounts to Customers in Retail Stores	Sanmoy Paul,Sameer Acharya,Kashyap Bhuvu,	2018	Academy of Marketing Studies Journal 22, 3, 0 - 0	India
00000-83666	EXISTENCE OF CONSUMER SEGMENTS BASED ON THE USE OF REFERENCE PRICE	Praveen Sugathan,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 10	India

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00000-83690	FACTORS AFFECTING B2B E-COMMERCE ADOPTION DECISION: AN ANALYSIS OF INDIAN TEXTILE INDUSTRY	Nupur Krishna,Jagriti Singh,	2019	Academy of Marketing Studies Journal 22, 2, 1 - 9	India
00000-83696	PRICING ORIENTATION OF SMEs AUTO REPAIRERS USING THE FACILITIES, TRANSFORMATION AND USAGE (FTU) FRAMEWORK	Collins Kankam Kwarteng,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 13	Ghana
00000-83705	DIGITAL NATIVE AND IMMIGRANT AS ANTECEDENTS OF CONSUMER ETHNOCENTRISM	Mohammad Shafiq Obeidat,William D Young,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 16	United Arab Emirates
00000-83713	E-COMMERCE GROWTH IN INDIA: A STUDY OF SEGMENTS CONTRIBUTION	D Mahipal ,K Shankaraiah ,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 10	India
00000-83720	CRITICALLY EVALUATING THE IMPACT OF ANTISMOKING CAMPAIGN ADVERTISEMENTS ON ANTISMOKING BELIEFS AND SMOKING INTENTIONS OF YOUTHS: EVIDENCE FROM BANGLADESH	Mahamudul Hasan,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 14	Bangladesh
00000-83733	DOES MARKETING MAKE SALES SUPERFLUOUS? REVISITING LEVITT AND DRUCKER	Praveen Sugathan,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 5	India
00000-83743	ASSESSING THE LEVEL OF SERVICE QUALITY AND CUSTOMER SATISFACTION AT EMTel LTD	Roopchund Randhir,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 12	Mauritius
00000-83762	ANALYSIS OF ONLINE BUYING PATTERN OF WOMEN CONSUMERS WITH REFERENCE TO APPARELS IN INDIA	Kavitha R Gowda,Karishma Chaudhary,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 10	India
00000-83770	EVALUATING THE EFFECTIVENESS OF FACEBOOK AS THE SOURCE OF JOB ADVERTISEMENTS IN BANGLADESH: AN EMPIRICAL STUDY	Nayeema Sultana,Shamsul Huq Bin Shahriar,Silvia Akter,Maria Rahman,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 16	Bangladesh
00000-83791	THE EMPIRICAL STUDY ON SEAFOOD EXPORT PERFORMANCE IN THE MEKONG DELTA, VIETNAM	Vu Nguyen Thanh,Hiep Phuoc Minh,Liem Nguyen Thanh,Duc Phan Minh,Nhan Vo Kim,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 14	Vietnam
00000-83800	SME`S PERFORMANCE OF CREATIVE INDUSTRIES SUPPORTING TOURISM IN INDONESIA: MARKET ORIENTATION, LEARNING ORIENTATION AND ORGANIZATIONAL INNOVATIVENESS AS DETERMINANTS	Ratni Prima Lita,Meuthia ,Ranny Fitriana Faisal,	2018	Academy of Marketing Studies Journal 22, 1, 1 - 18	Indonesia

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00000-83822	PURCHASE INTENTION SURVEY OF MILLENNIALS TOWARDS ONLINE FASHION STORES	Rajbir Singh Sethi,Jaspreet Kaur,Deepti Wadera,	2018	Academy of Marketing Studies Journal 22, 1, 1 - 16	India
00000-83831	The Possibility of Applying the Balanced Scorecard a Tool of Evaluating the Strategic Performance of the Jordanian Private Universities (Field Study from the Perspective of Workers in Private Universities in Jordan)	Khaled Attalla Al-Tarawneh,	2018	Academy of Marketing Studies Journal 22, 1, 0 - 0	Jordan
00000-83841	THE INFLUENCE OF MEDIATING VARIABLES ON MARKET ORIENTATION DURING ORGANIZATIONAL CHANGE	Rex McClure,	2018	Academy of Marketing Studies Journal 22, 1, 1 - 25	Virgin Islands (U.S.)
00000-84379	VALIDATION OF AIRLINE SERVICE QUALITY SCALE: EVIDENCE FROM INDIAN AND EUROPEAN PASSENGERS	V. R. Nedunchezian ,A Thirunavukkarasu ,	2018	Academy of Marketing Studies Journal 22, 1, 0 - 0	India
00000-84393	TRUST AND RISK PERSPECTIVES OF HIGH VALUE BRANDS	Mohammed Laeequddin,K. Abdul Waheed,Ramkrishna Dikkatwar,	2019	Academy of Marketing Studies Journal 23, 3, 1 - 13	India
00000-84408	FACTORS AFFECTING FEMALE CONSUMER`S ONLINE BUYING BEHAVIOR	Madasu Bhaskara Rao,Ch Lakshmi Hymavathi,M Mallika Rao,	2018	Academy of Marketing Studies Journal 22, 2, 1 - 20	India
00000-86827	SARTAJ ELECTRICALS LIMITED: MANAGING DISTRIBUTOR`S CONFLICT	Syed S Hasan,Prem Prakash Dewani,Achint Nigam,	2021	Academy of Marketing Studies Journal 25, 2, 1 - 13	India
00000-86835	STRENGTH PHARMA: CRAFTING PROMOTION STRATEGY FOR A SPORTS NUTRITION PRODUCTS IN EMERGING ECONOMY	Syed S Hasan,Prem Prakash Dewani,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 6	India
00000-86840	TOPIWALA THEATRES: MARKET RESEARCH FOR REVENUE MAXIMIZATION AND DEMAND FORECASTING USING SAMPLE SURVEY	Prem Prakash Dewani,	2021	Academy of Marketing Studies Journal 25, 1, 1 - 9	India
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