

ASIA MARKETING JOURNAL

Volume 17 | Issue 3 Article 6

10-31-2015

ASIA MARKETING JOURNAL 제17권 제3호 목차

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Recommended Citation

(2015) "ASIA MARKETING JOURNAL 제17권 제3호 목차," Asia Marketing Journal: Vol. 17: Iss. 3, Article

Available at: https://doi.org/10.53728/2765-6500.1408

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ASIA MARKETING JOURNAL

Vol. 17 No. 03 October 2015

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Cong Liu • Nak Hwan Choi

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Changju Kim • Eunji Seo • Junghwa Hong • Sangmin Kang • Stephen J. Newell

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Purchase Intention: Comparative Study of Pakistan and South Korea

Tayyaba Noreen • Sang-Lin Han

The Effect of New brand's Entry on the Price Strategy of Incumbent Retailers

Suhhyue Lee

Comparison of Experienced and Inexperienced Consumers' Utilisation of Extrinsic Cues in Product Evaluation: Evidence from the Korean Fine Arts Market Yoonjeun Kim • Kiwan Park • Yaeri Kim • Youngmok Chung