

4-30-2016

ASIA MARKETING JOURNAL Vol. 18 No. 1 목차

Follow this and additional works at: <https://amj.kma.re.kr/journal>



Part of the [Marketing Commons](#)

Recommended Citation

(2016) "ASIA MARKETING JOURNAL Vol. 18 No. 1 목차," *Asia Marketing Journal*: Vol. 18 : Iss. 1 , Article 6.
Available at: <https://doi.org/10.53728/2765-6500.1421>

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

ASIA MARKETING JOURNAL

Vol. 18 No. 01 April 2016

<Research Paper>

- Exploring Factors and Elements of Coordination between Key Account Management Units and Non-key Account Management Units:
Case Study in an IT-related Machinery and System Vendor
————— Shoko Tonai ——— 1
- Exploring the Customization Decision Support System Using Waypoint Solutions
————— Akinori Ono · Kiyokazu Matsuura · Seiji Endo · Yuji Nakagawa ——— 23
- Interaction Effects of Arousal Level of Positive Ambient Emotion and Advertisement Type on Product Evaluation
————— Nak Hwan Choi · Tamir Oyunbileg ——— 37
- The Impact of Patent Infringement Litigation on Customer-Based Brand Equity
————— Ju Pin Chou · Jeonpyo Noh · Jiyeon Choi ——— 55
- National Culture and Relational Selling: Antecedents, Outcomes and Boundary Conditions of ASB and Customer-Oriented Selling in Korea
————— Jeong Eun Park · George D. Deitz ——— 75