

Sungkyun Moon

MARKETING MANAGEMENT

ARTICLES IN SCHOLARLY JOURNALS

MOON S., TULI K. R., MUKHERJEE A.

Does Disclosure of Advertising Spending Help Investors and Analysts?

Journal of Marketing, 2023, vol.87, no. 3, pp.359-382

PROCEEDINGS/PRESENTATIONS

MOON S., TULI K. R., MUKHERJEE A.

Advertising and Shareholder Value: Exploring the Nonlinear Effect

47th EMAC Annual Conference, May 29-June 1, 2018, Glasgow, Great Britain

MOON S., TULI K. R., MUKHERJEE A.

Analysts and Investor Uncertainty, and Disclosure of Advertising Spending

39th Annual ISMS Marketing Science Conference, June 7-10, 2017, Los Angeles, CA, United States of America
