

# Sungkyun Moon

MARKETING MANAGEMENT

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## 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

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## 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*

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