

Anwasha De

MARKETING MANAGEMENT

ARTICLES IN SCHOLARLY JOURNALS

FOSSEN B. L., MALLAPRAGADA G., DE A.

Impact of Political Television Advertisements on Viewers' Response to Subsequent Advertisements

Marketing Science, 2021, vol.40, no. 2, pp.305-324

PROCEEDINGS/PRESENTATIONS

DE A., FOSSEN B. L.

Brand-Influencer Collaborations and Change in Content Strategy

EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary
