

# Anwasha De

MARKETING MANAGEMENT

---

## ARTICOLI SU RIVISTA SCIENTIFICA

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, Ungheria*

---