Darla Moore School of Business  
University of South Carolina

Marketing Ph.D. Publications

Publications by recent Marketing Ph.D. students and graduates

Forthcoming


2014


Published in 2013


Smarandescu, Laura, Randall L. Rose, and Douglas Wedell (2013), Priming a Cross-Category Brand Alliance: The Moderating Role of Attribute Knowledge and Need for Cognition, Psychology & Marketing, Spring.
Published in 2012


Published in 2011


Published in 2010
