



CENTER FOR RETAILING

PUBLICATIONS, 2008-2019

If you would like to know more about any of these publications, please do not hesitate to get in touch:

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2019

Ahlbom, C-P. (2019). How technology is evolving in-store shopping behaviors. Evidence from the field. Dissertation, Stockholm School of Economics, Stockholm.

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Colliander, J. (2019). This is fake news: Investigating the role of conformity to other users' views when commenting on and spreading disinformation in social media. *Computers in Human Behavior*, 97 (August), 202-215.

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Mårtensson, P., Fors, U., Fröberg, E., Zander, U. & Nilsson, G.H. (2019). Quality of Research Practice- An interdisciplinary face validity evaluation of quality model. *Plos One*, 14 (2), 1-19: e0211636.

Rosengren, S. (2019). Redefining Advertising in a Changing Media Landscape. In Deuze, M. & Prenger, M. (eds) *Making Media: Production, Practices, and Professions*. Amsterdam Uiveristy Press: Amsterdam, 389-397.

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Singh, R. (2019). Online Grocery Shopping: Is it really an experience? Research paper presented at the 48th European Marketing Academy Conference, Hamburg, Germany.

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Thorbjørnsen, H., Dahlen, & Lange, F. (2019), Tomorrow never dies: preadvertised sequels boost movie satisfaction and WOM, *International Journal of Advertising*.

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