

Journal Of Consumer Research Ociate Editors

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How to Do Market Research!

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SLIM launches ' SLIM Research Bureau ' to empower local entrepreneurs and marketers with new knowledge and insights

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An Analysis of the Acceleration of Portfolio Restructuring Post-Pandemic by Deepak Agarwal

Consumers' worry over rising prices on homes, vehicles, and household durables hit an all-time record The numbers: A preliminary reading of the University of Michigan's index of consumer sentiment ...

U.S. consumer sentiment sentiment falls to 6-month low amid record inflation concerns

A new article published in the Journal of the Association for Consumer Research presents a neural model of maladaptive consumption. Consumption (of, for instance, substances, food, and online ...

A triple-system neural model of maladaptive consumption

Consumer sentiment in the U.S. declined in early July as Americans' prospects for the national economy deteriorated amid concerns over high inflation. The preliminary estimate of the index of consumer ...

U.S. Consumer Sentiment Fell in Early July on Higher Inflation Expectations

TIFR reviews research practices amid allegations of students being under considerable ' pressure ' from superiors ...

After recall of paper over data manipulation, NCBS storm over charges of ' harassment '

The U.S. Highway 36 corridor could soon see hundreds of new jobs as the Colorado Economic Development Commission approved millions of dollars of performance-based tax incentives for a trio of ...

Technology, consumer goods companies eyeing Broomfield, Boulder counties for hundreds of new jobs

Eating blueberries, a rich source, three times a week may help lower the risk of type 2 diabetes, according to a 2013 study in the journal BMJ ... USDA Human Nutrition Research Center on Aging ...

The Anti-Aging Benefits of Berries

Dr Andreas Klieber of Quality Associates is the head of a new research project that looks into ways of making sure consumers will fall in love the apples and pears presented in ...

New research project on maintaining Australian apple and pear quality standards

We trust science because it ' s supposed to be objective — we presume that researchers design studies with as little bias as possible. But looking into the funding sources of these studies sometimes ...

Juul paid a scientific journal \$51K to publish "evidence" of its vapes' public health benefit

We have a responsibility in marketing and advertising to consider more than just surface-level details; there is an ever-growing emphasis on inclusivity, trust, and connecting to consumer values.

How to Increase Conversions Through Generational Consumer Values

New research from Parks Associates reveals 40% of MDU renters in US broadband households are interested in bulk broadband internet bundled with their rent ...

Parks Associates: 40% of MDU Renters are Interested in Bulk Broadband Internet Bundled with Their Rent

The study was recently published in the journal of Environmental Science and Technology Letters. "These results are particularly concerning when you consider the risk of exposure to the consumer ...

Use of PFAS in cosmetics 'widespread,' new study finds

His research is focused on international finance and macroeconomics. He is currently a co-editor of the Journal of International Money and Finance, and an associate editor of the Journal of Money ...

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Research: More Consumers Bundle Broadband and Mobile Services

Heather Nachtmann, senior associate vice chancellor for research and innovation, has been re-named associate dean for research in the College of Engineering. She will begin her new role Aug. 1.

Nachtmann Returns to Engineering as Associate Dean for Research

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