

UNIVERSITY OF THE
DISTRICT OF COLUMBIA
SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

Faculty Scholarly Publications

2011-2019



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Scholarly Peer - Reviewed Journals

Anyu, Julius Ndumbe (2015). Teething Problems in Litigation and Regulation of E-commerce. International Journal of Organizational Innovation, 7(3). (Co-authored with Dr. Chigbo Ofong).

Anyu, Julius Ndumbe (2014). Cote d'Ivoire: Ethnic Turmoil and Foreign Intervention. Africa Today. (Forthcoming).

Anyu, Julius Ndumbe (2013). The Cameroon-South Korea (Mobilong) Diamong Project and its Implications for Sustainable Development in Cameroon. Mediterranean Quarterly, 24(2).

Anyu, Julius Ndumbe (2011). Blood Oil, Ethnicity and the Conflict in the Niger Delta Region in Nigeria. Mediterranean Quarterly, 22(1).

Arora, A., Arora, Anshu S., McIntyre, J. R., Ayala, C. (2019). International Business Risk Comprehension Word Mapping Game Using LinkedIn Social Media Platform in Interdisciplinary Business Education. *Journal of International Business Education*, forthcoming (ABDC Journal List Ranking: 'B').

Arora, Anshu S., Sanni, S. A. (2018). Ten Years of 'Social Media Marketing' Research in the Journal of Promotion Management: Research Synthesis, Emerging Themes, and New Directions. *Journal of Promotion Management*, 1-24 (ABDC Journal List Ranking: 'B').

Arora, A., Baddley, J., Arora, A., McIntyre, J. R., Molthan-Hill, P., Leseane, R. (2018). Sustainable competitiveness: powering 'sustainability' through Investors in the Environment initiative at Riverside Bakery. *CSR and Climate Change Implications for Multinational Enterprises*, 162.

Arora, Anshu S., Shalonda Bradford, Amit Arora, R. Gavino (2017). Promoting Vegetarianism through Moralization and Knowledge Calibration, accepted for publication in *Journal of Promotion Management*, 23(6), 889-912 (ABDC Journal List Ranking: 'B').

Arora, Anshu S., and Amit Arora (2017). WYSIWYG - Seeing is Believing: Consumer Responses to Levels of Design Newness, Product Innovativeness, and the Role of Country-of-Origin, accepted for publication in *Journal of International Consumer Marketing*, Vol. 29, Issue 3, pp. 135 - 161 (ABDC Journal List Ranking: 'B').

Arora, Anshu S., and Amit Arora (2017). Consumer Responses to Slice-of-Life versus Slice-of-Death Advertising Appeals: Exploring the Role of Polysemy, Branding and Culture, accepted for publication in *Journal of Promotion Management*, 23(1), pp. 123-162 (ABDC Journal List Ranking: 'B').

Arora, Anshu S., and Nicole Hartley (2017). Guest editorial - Sustainability, institutions and internationalization in emerging markets: role of sustainable innovation for sustainable world development, *International Journal of Emerging Markets*, Vol. 12 Issue 1 pp. 2-7, <http://dx.doi.org/10.1108/IJoEM-01-2016-0020> (ABDC Journal List Ranking: 'C').

Amit Arora, Arora, Anshu S., and K. Sivakumar (2016), Relationships among supply chain strategies, organizational performance, and technological and market turbulences, *International Journal of Logistics Management*, Volume 27, Issue 1, pp. 206 - 232 (ABDC Journal List Ranking: 'A').

Arora, Anshu S., Wu, J., Amit Arora, Bacouel-Jentjens, McIntyre, J. (2016). "Miu Miu Diffuses Prada: Coupling Country-of-Origin versus Country-of-Manufacture Effects with Brand Authenticity and Contagion," *Journal of International Consumer Marketing*, Vol. 28, Issue 4, pp. 228 – 250 ('B' Journal in Australian Business Deans Council - Journal Ratings List).

Arora, Anshu Saxena, Wu, J., Arora, A. (2016). Experience the 'ambience': Testing perceptions of ambient advertising innovations between U.S. and Indian consumers, accepted for publication in *International Journal of Emerging Markets*, Volume 11, Issue 2, pp. 148 - 174 ('C' Journal in Australian Business Deans Council - Journal Ratings List).

Arora, Anshu, Wu, Jun, and Ulysses, J. Brown (2015). Do Stereotypes Ignite Polysemy and Strengthen Consumer-Based Brand Equity? *Journal of Promotion Management*, Taylor and Francis Group, 2015, Volume 21, Issue 5, pp. 531 - 547 ('B' Journal in Australian Business Deans Council - Journal Ratings List).

Arora, Anshu Saxena, John R McIntyre, Jun Wu. Amit Arora (2015). Consumer Response to Diffusion Brands and Luxury Brands: The Role of Country-of-Origin and Country-of-Manufacture, *Journal of International Consumer Marketing*, Volume 27, Number 1, pp. 3 - 26, <http://dx.doi.org/10.1080/08961530.2014.974117> ('C' Journal in Australian Business Deans Council - Journal Ratings List).

Amit Arora, Arora, Anshu Saxena, (2015). 'Supply Chain – Marketing Shark Tank' Experiential Lab Game in Interdisciplinary Business Education: Qualitative and Quantitative Analyses, *Decision Sciences Journal of Innovative Education (DSJIE)*, Volume 13, No. 1, pp. 21 - 43 ('B' Journal in Australian Business Deans Council - Journal Ratings List).

Arora, Anshu Saxena, Amit Arora, and Shailendra Palvia (2014). Social Media Index Valuation through Social Media Performance Measurement Scorecard: Impact of Economic, Social, Technological and Ethical Dimensions, *Journal of Promotion Management*, 20(3), 328-344 (B Journal in Australian Business Deans Council - Journal Ratings List).

Anshu Arora, Wu, Jun, M. Muller-Kahle, R. Leseane (2013). The Impact Of Fit Between Anticipated And Actual Entry Mode Selection On Firm Performance: Evidence From China, *Journal of International Business Research and Practice*, (October 26, 2013), 7:133-154 Available at SSRN: <http://ssrn.com/abstract=2345666>.

Arora, Anshu Saxena, Jun Wu (2012). Measuring Customized Communication Incongruity (CCI) through the Activation of African-American Stereotypes: Investigating CCI's Effects on Advertising and Branding, accepted for publication in the *Journal of Marketing Development and Competitiveness*, North American Business Press, 6(5), 2012.

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Brown-Gaston, R., Mohamad, S., Masopust, L. (2019). The Implications and Impact Encountering Regulatory Policies in the Global arena: Same Case, Different Outcomes Google, European Union, and the U.S. Federal Trade Commission, *International Journal of Advanced Engineering and Management Research*, 4 (01), 141-148, <http://ijaemr.com/view4.php?issue=1>.

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Brown-Gaston, Racquel (2017). The Unsuccessful Courting of Uber and the European Union, *International Journal of Economics, Business and Management Research*, 1(05), 418-424, http://ijebmr.com/uploads/ART_01_113.pdf.

Collier, D. Y. (2016). A qualitative study investigating the ethical decision making process: A proposed model. *The Leadership Quarterly*, 27, 788-801. (Co-authored).

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Ivanov, Sergey, Belhassan, Maria, Mahone, Charlie (2018). *Why Great Leadership Principles Remain Largely Irrelevant to Modern Enterprises: A Special Case Study of a Small Moroccan Company*. *International Journal of Organizational Innovation*, 10(3), 95-100. ([click here to download the paper](#))

Lopez, Kevin, Ivanov, Sergey (2018). *The Lifeguard Company: Assessment of the General Health of the Organization*. *International Journal of Organizational Innovation*, 10(4), 1-6.

Wilson, Rukie, Ivanov, Sergey (2017). *A Scientific Evaluation of an Organization and Its Leadership and Administrative Practices: Report to Management*. *Journal of Social and Administrative Sciences*, 4(3), 216-220.

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Abdizadeh, Mojdeh, Ivanov, Sergey (2017). *U.S. Study of a Major Multinational Bank: Is it Possible to Improve the Work of the Branch?* International Journal of Organizational Innovation, 10(1), 1-4.

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Arora, Anshu (2016). **International Marketing and Management Research Journal Series**, *International Fragmentation: Impacts and Prospects for Marketing, Manufacturing, Economy and Growth*, Palgrave Macmillan, UK; Guest Editor, Dr. Sabine Bacouel-Jentjens, Director – International Business Program, ISC Paris Business School, Paris, France.

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Book Chapters Published by Faculty

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