


Recent Faculty Publications in Marketing

2014


2013


Ze Wang, Aaron Arndt, Surendra N. Singh, and Monica Biernat, "You Lost Me at Hello": How and When Accent-Based Biases are Expressed and Suppressed,” *International Journal of Research in Marketing,* (Forthcoming).


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**2011**


**2010**


M.S. Levin, Reflections on Enhancing the Understanding of Law through Ethical Analysis, Vol. 27 JOURNAL OF LEGAL STUDIES EDUCATION , pp. 247-275 (2010).


2009


2008


**2007**


Patil Vivek H, **Surendra N. Singh**, Sanjay Mishra, and D. Todd Donavan (2007), “Parallel Analysis Engine to Aid in Determining Number of Factors to Retain,” [Computer software designed to carry out the analyses described in the above; Available at http://ires.ku.edu/~smishra/parallelene.htm](http://ires.ku.edu/~smishra/parallelene.htm)


**2006**


J. Levin & **M.S. Levin**, *Tinsley vs. Kemp – A Case History: How The Housing Authority of Kansas City, Missouri Evolved From A "Troubled" Housing Authority To A "High Performer",* Vol. 36 *Stetson Law Review*, pp. 77 - 115 (Fall 2006).


Fang, Xiang and Sanjay Mishra, 2005 "Dual-branding Alliances or Multiple-branding alliances? -- The Effect of Co-branding Strategy on Quality Perception and Confidence Judgment of A New Brand," Brand Alliance Research Conference, Stillwater, Oklahoma State University, USA.


2004

Multidimensional Scale,” *Psychological Reports*, 95, 1253-1263.

Spears, Nancy and **Surendra Singh**, 2004 “Measuring Attitude toward the Brand and Purchase Intentions,” *Journal of Current Issues and Research in Advertising*, 26, (2)


**2003**


**2002**


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**2001**


Patricia Greene, Thomas L. Lyon, **Sanjay Mishra** and Barnett Helzberg, 2001. "Inter-University Cooperation in Providing Entrepreneurship Education" at *USASBE/SBIDA 2001 Joint National Conference*, Orlando, Florida, USA. (This course is one of the three finalists for Entrepreneurship Education: National Pedagogy award.)


2000


1999


1998

Mabry Research Award, School of Business, KU


1997


1996


