Heslop, Louise

Does hosting the Olympic Games matter?: Canada and Olympic Games images before and after the 2010 Olympic Games.
International Journal Sport Management and Marketing, 12(1/2), 111-140.
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Triple Helix Collaborations: Success Factors and Capitalization of Knowledge in International Scientific Collaborations
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Innovation, International Business

Trust intentions in readers of blogs
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Trust building in wine blogs: a content analysis
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Culture on Attitudes toward Blog and Bloggers
Publication Type: Papers in Refereed Conference Proceedings

Implementing Diversity Strategies: The Challenges Facing Minority Focused Advertising Agencies
Publication Type: Articles in Refereed Journals
A Cameo Effect on Sponsorship Brands?: Examining Evaluations of Tourists During the 2010 South Africa FIFA World Cup
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

The role of involvement and expectations in Olympic Games Attitudes: A cross-national study
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

What Really Matters to Trust Intentions for Readers of Topic-Area Blogs
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Managing for Success in International Scientific Collaborations: Views from Canadian Government Senior Science Managers
Publication Type: Articles in Refereed Journals
Area of Research: Innovation, Technology

China’s Olympic Destination: Tourist Evaluations of China and the Games
Publication Type: Articles in Refereed Journals
Importance of Country Image to Mega-event Sponsorship Brands: Comparison of Vancouver Winter Olympics and South Africa FIFA World Cup


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Managing for Success in International Scientific Collaborations: Views from Canadian Government Senior Science Managers


Publication Type: Articles in Refereed Journals
Area of Research: Management

Cue Congruity in Wine Personality Formation and Purchasing


Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

China and the Olympics: Views from Insiders and Outsiders


Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Branding MBA Programs: The Use of Target Market Desired Outcomes for Effective Brand Positioning


Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Consumer Evaluations of Olympic Sponsors: Linking Place, Mega-Event and Sponsorship Evaluations


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**Top Sponsors and the International Olympic Committee: A B2B Marketing Relationship?**  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**Determinants of Marketer Satisfaction with Marketing Program Choice**  

**Publication Type:** Presentations at Conferences  
**Area of Research:** Marketing

**Implementing Diversity Strategies: The Challenges Facing Minority Focused Advertising Agencies**  

**Publication Type:** Presentations at Conferences  
**Area of Research:** Management, Marketing, Organizational Behaviour and HRM

**A Comparison of the Perceptions of Foreign Visitors and South Africans during the 2010 FIFA Soccer World Cup**  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**Modeling Place Image: Specifying Indicator Direction**  

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing

**Brand Positivity and Competitive Effects on the Evaluation of Brand Extensions**

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** Marketing

**Australian Consumers’ Attitudes toward France a Decade after Nuclear Testing: Evidence of Forgiveness**

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**China’s Image Before and After the 2008 Olympic Games: Not Everything Went As Planned**

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**The Sponsor-Global Event Relationship: Conceptual Development of a Business-to-Business Tourism Marketing Relationship**

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**China’s Olympic Destination: Beijing Tourist Evaluations of China and the 2008 Games**

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing
Determinants of Marketer Satisfaction with the choice of Electronic Marketplace Type
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing, Technology

Transmission of Signals of Trustworthiness in Topical Blogs: a Content Analysis of Commercial and Non-Commercial Wine Blogs
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Country Branding of Food and Agriculture
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

What’s Hot about COOL
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

China and the Olympic Games: American and Canadian Views in a Destination Context
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Destination Image in a Country Context
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Olympic Games Host and Bid City Marketing: Exploring Issue Management in the Relationships among Event Stakeholder Groups

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing

**Modeling country image effects through an international crisis**  

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing

**Responsible Consumers: Motivations of Justice in Purchase Intentions for Products from Less Developed Countries (LDCs)**  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**The Developing Country ‘Inept Set’ Issue: Are There Variations in the Image and Equity of Developing Countries?**  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**Social marketing in the fight against increasing smoking rates: Perspectives in developing countries**  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**China Product Failures: Does Anyone Care?**  

**Publication Type:** Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

**We Blog, Therefore We Are: Creating an Identity on the Blogosphere to Establish a Research Program**

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Area of Research: Information Systems

**Why Collaborate? How Social Capital Creates Value in International Scientific Collaborations**

Publication Type: Invited Speakers

Area of Research: Innovation, International Business

**International Scientific Collaborations: An Application of Social Capital Theory**

Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Innovation, International Business

**Consumer attitude and forgiveness related to international tensions**

Publication Type: Presentations at Conferences

Area of Research: International Business, Marketing

**Doing What Has to be Done: Strategies and Orientations of Married and Single Working Mothers for Food Tasks**

Publication Type: Articles in Refereed Journals

Area of Research: Family Issues, Marketing

**Intellectual Capital, Industrial and Political Spillovers from International Scientific Collaborations: A Multi-Country Study**.

**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** Innovation, International Business

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**Climbing New Heights: Lessons from Mount Everest on PCI and TDI Convergence**

**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**The Business of International Scientific Collaborations: How is Canada Perceived?**

**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing, Technology

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**The Business of International Scientific Collaborations: Perceptions and Key Success Factors**

**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing, Technology

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**Reaching New heights After Falling to the Depths: Recovering from a Country Image Faux Pas**

**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**What Do They Want?: Determining Benefits Sought by MBA Program Applicants as an Aid to Branding MBA Programs**
Genetically Modified Foods - Suddenly, Everyone Has a Border!

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Management, Marketing

If we Label It, Will They Care? The Effect of GM-Ingredient Labelling on Consumer Responses

Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Other

Maslow was wrong! And other thoughts on the way to the supermarket

Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Other

The Business of International Scientific Collaborations: How is Canada Perceived?

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Innovation, International Business

The Business of International Scientific Collaborations: Perceptions and Key Success Factors

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Innovation, International Business

Brand Extensions: The Role of Target Category, Competition and Dominant Brand

Publication Type: Papers in Refereed Conference Proceedings
How Single and Married Women Organize to Get the Food on the Table Every Day: Strategies, Orientations, Outcomes and the Role of Convenience Foods


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing, Women in Business and Society

Creating the Daily Bread: Food Task Strategies and Orientations for Single and Married Working Mothers and Their Outcomes


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Family Issues, Women in Business and Society

Do Hi-Tech Firms Need to Be Market Oriented


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing, Technology

GMO Food Labeling: Frankenfoods or 'Jekyll and Hyde'?


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

The Influence of Country Image Structure on Consumer Evaluations of Foreign Products


Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Building the Canada Brand: It Starts with Knowing the Consumer


Publication Type: Invited Speakers
Area of Research: Marketing
Does Competition Matter in the Evaluation of Brand Extensions
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

Competitive Effects on the Evaluation of High and Low Relevance Brand Extensions
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

Wooing Partners: Who Wants to Be in an FTA Agreement?
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

A Content Analysis of Canadian Business Schools' promotion of MBA Programs
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Education, Marketing

Who Controls the Purse Strings: A Study of Consumers' and Retail Buyers' Reactions in an Americas FTA Environment
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Animosity, affiliation and everything in between: Does it matter if we like our trading partners?
Publication Type: Invited Speakers
Area of Research: International Business, Marketing
Frankenfoods: Does Anyone Care?

Publication Type: Invited Speakers
Area of Research: Marketing

Understanding Buyer Behaviour: A Benchmarking Study of Japanese Consumers

Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

International Benchmarking Study: Development, Analysis, and Strategy for Country Branding of Canadian Agri-Food Products in Mexico

Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

American Food Consumers: A Benchmarking Study

Publication Type: Monographs and Reports
Area of Research: Marketing

Effects of Subcultural Differences on Country and Product Evaluations

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Country Equity and the Image of Canada and Canadian Products

Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

Understanding Buyer Behaviour: A Foundation for Benchmarking International Buyers Response to Marketing of Canadian Agri-Food Products
Country Equity and Product-Country Images: State-of-the-Art in Research and Implications

Country Equity and Country Branding: Problems and Prospects

The 3 B’s of Impact Assessment of Technology Transfer Programs: Rationale, Technique, and A Case Example From the Canada Centre For Remote Sensing


Researching the Japanese Consumer for the Pilot Branding Canada Program in Japan

Evaluation of a Proposed Benchmarking Study for Branding Canadian Agri-food Products
Publication Type: Monographs and Reports  
Area of Research: International Business, Marketing

**Mexican Consumer Perceptions of NAFTA Countries and Their Products**

Publication Type: Papers in Refereed Conference Proceedings  
Area of Research: International Business, Marketing

**Modeling Consumer Views of AFTA Countries and Their Products**

Publication Type: Papers in Refereed Conference Proceedings  
Area of Research: International Business, Marketing

**The Preconditions for Effective Technology Transfer from University Labs**

Publication Type: Papers in Refereed Conference Proceedings  
Area of Research: Innovation, Technology

**Development of A Technology Readiness Assessment Measure: The Cloverleaf Model of Technology Transfer**

Publication Type: Articles in Refereed Journals  
Area of Research: Technology

**A Review, Analysis, and Consolidation of Research on the Business Image of Canada Among Investors and Others Abroad**

Publication Type: Monographs and Reports  
Area of Research: International Business, Marketing

**An Experimental Study of the Effect of Genetically Modified Ingredient Labelling on Consumer Responses**
Heslop, L.A. (2001), An Experimental Study of the Effect of Genetically Modified Ingredient Labelling on
Consumer Responses. Canadian General Standards Board, Project on the Voluntary Labelling of Food Obtained or Not Obtained Through Genetic Modification, 23 pp.

**Publication Type:** Monographs and Reports

**Area of Research:** Marketing

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**Product Perceptions in a Free Trade Context: A Before-After U.S.-Canada Comparison**


**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**&lt;#8216;Made in Canada, Eh?&lt;/#8217;&gt; A Cross-National and Longitudinal Study of Consumer Views on the Competitiveness of Canadian Products**


**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**Une étude comparative et longitudinale sur l'&lt;#8216;image des produits français en France et à l'&lt;/#8217;étranger**


**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**Looking &lt;#8216;In'&gt; &lt;#8217;&lt;#8216;Out': Product-Country Images In and By an Advanced Developing Country**


**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**Publication Type:** Papers in Refereed Conference Proceedings
An Exploratory Study on the Role of Familiarity in Product Evaluations
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

A Cross-National and Longitudinal Study of Product-Country Images with a Focus on the U.S. and Japan
Publication Type: Articles in Journals
Area of Research: International Business, Marketing

Countries as Brands: Canadian Products Abroad
Publication Type: Articles in Journals
Area of Research: International Business, Marketing

A Comparison of Consumer and Retail Buyers Country-Product Images in an Expanding NAFTA Setting
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

Industry Development Initiatives by the Canadian and Foreign Governments for the Information and Communication Technologies Sector
Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

Consumer Perceptions of NAFTA Countries and Their Products
Ramirez, G., R. Solano, N. Papadopoulos, and L.A. Heslop (1999), "Consumer Perceptions of NAFTA Countries and Their Products". 5th International Conference, Decision Sciences Institute, Athens, Greece,
Investing in Emerging vs. Established Economies: An International Comparative Study of Investor Views
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

NAFTA Product-Country Images: A Canadian Retail Buyer Perspective
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Cross Cultural Comparison of Consumer Information Process Styles
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

National Stereotyping and Product Evaluations: An Empirical Investigation of Consumers in a Socialist Country
Publication Type: Book Chapters
Area of Research: International Business, Marketing

The Effects of Cue Types and Stimulus Presentation Format on Consumer Product Choice
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing
Canadian Consumers' Views of NAFTA and NAFTA Wanna-Be's
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

An Inter-Regional and Inter-Cultural Perspective on Subcultural Differences in Product Evaluations
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

What Do We Know About the Importance of Country-of-Origin from Experimental Investigations?
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

Extending Product-Country Image Research Beyond the Traditional Domain: Place Images in Investment Decisions
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

Retail Buyer and Consumer Perceptions of NAFTA Countries and their Products
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

Reality Check: Carleton's New Competitive Position, Report on Carleton University Image and Advertising Awareness Study
Heslop, L.A. and N. Papadopoulos (1998), Reality Check: Carleton's New Competitive Position, Report on Carleton University Image and Advertising Awareness Study. Carleton University ; Ottawa, ON, September,
Banking On People - Women and Men in the Banking Sector in Indonesia: A Study of Equity Practices with Cross-Cultural Comparison to Canada

Cross Cultural Comparison of Consumer Information Processing Styles

The Investment Climate in Canada: Foreign Investor Experiences and Perceptions

An Analysis of Foreign Product Evaluations in the Context of the Emerging Economies of Eastern Europe

'Czech Made' or Check Mate? An Assessment of the Competitiveness of East European Products
Exploring Subcultural Influences on Product Images

Country Images and Perceptions of Products 'Made In' Eastern Europe: the View from Australia


Product-Country Images: Selected Papers from a Decade of Research collection of reprinted papers by the authors on the title theme

A Comparison of Australian and Canadian Consumer Evaluations of the Products and Countries of Eastern Europe

**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**Coping with Household Stress in the 1990’s: Who Uses 'Convenience Foods' and Do They Help**


**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** Family Issues, Marketing

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**Foreign Direct Investment in Canada: Investor Perceptions and Attitudes**


**Publication Type:** Invited Speakers

**Area of Research:** International Business, Marketing

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**Australian Consumers' Nation Images and Perceptions of 'Made-in' Eastern European Countries**


**Publication Type:** Presentations at Conferences

**Area of Research:** International Business, Marketing

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**Grocery Shopping and Food Preparation in Dual-Income Families: Implications for Marketing**


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**Area of Research:** Family Issues, Marketing

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**Decision Tracing Approaches to Understanding Cue Use Patterns in Consumer Choice Processes**


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Area of Research: International Business, Marketing

The Effect of Intrinsic and Extrinsic Cues and Consumer Characteristics on Product Evaluations and Choice: U.S. Consumers
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

An International Comparative Analysis of Consumer Attitudes Toward Canada and Canadian Products
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

The Ties that Bind: A Global Perspective on Women and Management
Publication Type: Books
Area of Research: International Business, Women in Business and Society

National Image Correlates of Product Stereotypes: A Study of Attitudes Towards East European Countries
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Cultural Differences in Consumer Orientation to Made-In Labels and Perceptions of the Quality of Products Made in Different Countries
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing
Country and Product Perceptions: Measurement Scales and Image Interactions

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

An Experimental Study of the Effects of Intrinsic and Extrinsic Cues and Consumer Characteristics on Product Evaluations and Choice

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Canada's High Tech Problem: Does Anyone Believe Us?

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing, Technology

Gender Differences in the Academic Role, A View From the Trenches

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Education, Women in Business and Society

Country and Product Images Held by U.S. Consumers Toward Russia, Poland, Czechoslovakia, and Hungary: Implications for East-West Trade

Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

But Who Knows Where or When?: Reflections on the Images of Countries and Their Products

**Publication Type:** Book Chapters  
**Area of Research:** International Business, Marketing

Through the Looking Glass: Product-Country Images and International Trade Agreements  

**Publication Type:** Book Chapters  
**Area of Research:** International Business, Marketing

Product-Country Images: Role and Implications for International Marketing  

**Publication Type:** Books  
**Area of Research:** International Business, Marketing

Gender Differences in the Academic Role, A View From the Top  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** Education, Women in Business and Society

Quality of Life and Women's Consumption Strategies  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** Marketing, Women in Business and Society

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**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** Family Issues, Marketing, Organizational Behaviour and HRM

Managing Change Through Global Networking  
On Golden Pond: Elderly Couples and Consumer Decision Making

Impact of Country of Origin Cues on Consumer Judgments in Multi-Cue Situations: A Covariance Analysis

Consumption Strategies to Cope With Work/Family Conflict: What We Know and What We Need to Know

Imported vs. Domestic Car Owners: Demographic Characteristics and Attitudes

Domestic and International Marketing of Canadian Cultural Products: Some Questions and Directions for Research

A Research Agenda For the 90's in Marketing: A Focus on Management of Technology
National Stereotyping and Product Evaluations: An Empirical Investigation of Consumers in a Socialist Country
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

A Comparative Analysis of Domestic Versus Imported Products
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Market Planning in a High-Tech Environment
Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Technology

Joint Decision-Making By Elderly Couples: A Framework for Study
Publication Type: Articles in Refereed Journals
Area of Research: Family Issues

Underlying Dimensions in Consumer Attitudes Towards Foreign and Domestic Products
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

Joint Decision-Making by Elderly Couples: A Framework for Study
Publication Type: Presentations at Conferences
Area of Research: Family Issues, Marketing
Assessing Opportunities in the United States Market for Canadian Cultural Products
Publication Type: Monographs and Reports
Area of Research: International Business, Marketing, Public Policy

Importance of Country of Origin, Cues and Patriotic Appeals on Consumer Judgments: Covariance Analysis
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Consumer Attitudes Towards the Quality of Domestic and Imported Apparel and Footwear
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

As Others See Us: The Image of Canadian Products Abroad
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Reactions of Women to the Portrayal of Women in Magazine Ads
Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Women in Business and Society

A Longitudinal Perspective on Consumer Outshopping
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Strategic Implications of Product and Country Images: A Modelling Approach

**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**Publication Type:** Papers in Refereed Conference Proceedings

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**Area of Research:** Marketing

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**Publication Type:** Presentations at Conferences

**Area of Research:** International Business, Marketing

### A Comparison of Views of the United States and Japan


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**Area of Research:** International Business, Marketing

**Country of Origin As a Symbol**

**Publication Type:** Presentations at Conferences  
**Area of Research:** International Business, Marketing

### Marketing in Canada


**Publication Type:** Monographs and Reports  
**Area of Research:** International Business, Marketing

### Feasibility of a Monitoring System to Measure Consumer Readiness to Adopt R-2000 Homes


**Publication Type:** Monographs and Reports  
**Area of Research:** Marketing, Public Policy

### Made in Canada, Eh? A Cross-National View of Canadian Products


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

### A Cross-National Study of Consumer Views About Domestic vs. Imported Products


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

### An Experimental Study of the Impact of Country-of-Origin Information


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

### A Cohort Analysis of the Expenditure Patterns of the Elderly

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Family Issues, Marketing

Nationality Stereotyping and Shifting Perceptions: Methodological Issues in the Measurement of the Country of Origin Construct

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Does Country-of-Origin Matter? Some Findings from a Cross-Cultural Study of Consumer Views About Foreign Products

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

A Cross-National View of Consumer Predispositions Toward Products from Foreign Countries

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Travel as a Correlate of Product and Country Images

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Consumer Attitudes Toward Canadian Made Versus Imported Products

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

The Elderly and Energy Use
Publication Type: Monographs and Reports
Area of Research: Family Issues, Marketing

Factors Affecting Energy Expenditures
Publication Type: Monographs and Reports
Area of Research: Marketing

A Typology of Energy Use
Publication Type: Monographs and Reports
Area of Research: Marketing

Reference Prices and Deception in Newspaper Advertising
Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Public Policy

Factors Affecting Expenditures of the Elderly: Age vs. Income
Publication Type: Monographs and Reports
Area of Research: Family Issues, Marketing

Expenditure Patterns of Elderly Women
Publication Type: Monographs and Reports
Area of Research: Family Issues, Marketing

Cohorts - A Study of Expenditures of the Elderly
Publication Type: Monographs and Reports
Area of Research: Family Issues, Marketing
Examining Expenditures on Energy
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

The Westinghouse Canada Appliance Takeover: Issues and Events
Publication Type: Book Chapters
Area of Research: Marketing

Advertising and Women
Publication Type: Book Chapters
Area of Research: Marketing, Women in Business and Society

Marketplace Canada: Some Controversial Dimensions
Publication Type: Books
Area of Research: Marketing, Public Policy

The Importance of 'Consciousness' in Energy Conservation Behavior
Publication Type: Articles in Refereed Journals
Area of Research: Public Policy

The Canadian Marketing Environment: An Annotated Bibliography
Publication Type: Monographs and Reports
Area of Research: Marketing

A Second Look at Children and the Advertising of Premiums
Publication Type: Articles in Refereed Journals
Area of Research: Family Issues, Marketing

Macromarketing - Developing a Framework for a Canadian Perspective

**Publication Type:** Book Chapters  
**Area of Research:** Marketing, Public Policy

**Macromarketing - A Canadian Perspective**  

**Publication Type:** Books  
**Area of Research:** Marketing, Public Policy

**Macromarketing - One More Step Out in Recognition of Systems of Exchanges**  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** Marketing

**The Regulatory Environment (Editorial)**  

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** Marketing, Public Policy


**Publication Type:** Monographs and Reports  
**Area of Research:** Marketing

**Consumer Choice and Satisfaction**  

**Publication Type:** Book Chapters  
**Area of Research:** Marketing

**Case #8216;Charterways Company Limited&#8217;**  

**Publication Type:** Teaching Aids  
**Area of Research:** Marketing


