



Journals

[Home](#) [About AMA](#) [Journals](#) [Subscribe](#) [AMA.org](#) [Help](#)

Quick Search

Go

[Home](#) > [Journal of Marketing](#) > January 2015

[Advanced Search](#)

Volume 79, Issue 1
(January 2015)

Volume 79, Issue 1 (January 2015)

[< Previous](#)



The Journal of Marketing is the premier journal in the field of marketing research. It is a leading journal in the field of marketing research. The journal is published by the American Marketing Association. The journal is a leading journal in the field of marketing research. The journal is published by the American Marketing Association.

[Current Issue](#)
[Available Issues](#)
[Just Accepted](#)
[Ahead of Print](#)

Journal Information

Print ISSN: 0022-2429
Frequency: Bi-Monthly

Sign up for Article Alerts

Register below, sign in, and click on your name in the upper-right hand corner to sign up for table of contents alerts and track articles.

[Register Now!](#)

[RSS](#) [\(What is this?\)](#)

[View Abstracts](#) [Add to Favorites](#) [Share Article](#) [Export Citations](#) [Track Citations](#)

Select All

- 1 **Evolution of Marketing as a Discipline: What Has Happened and What to Look Out For**
V. Kumar
[Citation](#) | [Full Text](#) | [PDF \(456 KB\)](#)
- 10 **Indirect Learning: How Emerging-Market Firms Grow in Developed Markets**
Sourindra Banerjee, Jaideep C. Prabhu and Rajesh K. Chandy
[Abstract](#) | [Full Text](#) | [PDF \(293 KB\)](#)
- 29 **Leveraging Trends in Online Searches for Product Features in Market Response Modeling**
Rex Yuxing Du, Ye Hu and Sina Damangir
[Abstract](#) | [Full Text](#) | [PDF \(275 KB\)](#)
- 44 **Marketing Communication Strategies and Consumer Financial Decision Making: The Role of National Culture**
J. Andrew Petersen, Tarun Kushwaha and V. Kumar
[Abstract](#) | [Full Text](#) | [PDF \(1313 KB\)](#) | [Supplemental Material](#)
- 64 **The Timing of Codevelopment Alliances in New Product Development Processes: Returns for Upstream and Downstream Partners**
Eric (Er) Fang, Jongkuk Lee and Zhi Yang
[Abstract](#) | [Full Text](#) | [PDF \(358 KB\)](#)
- 83 **The Cool Scent of Power: Effects of Ambient Scent on Consumer Preferences and Choice Behavior**
Adriana V. Madzharov, Lauren G. Block and Maureen Morrin
[Abstract](#) | [Full Text](#) | [PDF \(851 KB\)](#)
- 97 **What Makes It Green? The Role of Centrality of Green Attributes in Evaluations of the Greenness of Products**
Andrew D. Gershoff and Judy K. Frels
[Abstract](#) | [Full Text](#) | [PDF \(1672 KB\)](#)

[top](#) ▲

Copyright © 2015 American Marketing Association