Accepted Manuscript

The Impact of Investor Impatience and Environmental Turbulence on Myopic Marketing Management and Stock Performance

Tuck Siong Chung, Angie Low

PII: S0167-8116(15)30038-0

DOI: doi:10.1016/j.ijresmar.2017.01.004

Reference: IJRM 1212

To appear in: International Journal of Research in Marketing

Received date: 20 July 2015



Please cite this article as: Chung, T.S. & Low, A., The Impact of Investor Impatience and Environmental Turbulence on Myopic Marketing Management and Stock Performance, *International Journal of Research in Marketing* (2017), doi:10.1016/j.ijresmar.2017.01.004

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

The Impact of Investor Impatience and Environmental Turbulence on Myopic Marketing Management and Stock Performance

Tuck Siong Chung

Assistant Professor & ACI Academic Fellow
Nanyang Business School, Nanyang Technological University, Singapore, 639798
atschung@ntu.edu.sg

Angie Low

Associate Professor
Nanyang Business School, Nanyang Technological University, Singapore, 639798
aaclow@ntu.edu.sg

ARTICLE INFO
Article history:
First received on July 20, 2015 and was under review for 9 months.
Guest Editor: Donald R. Lehmann
=======================================

Download English Version:

https://daneshyari.com/en/article/5033678

Download Persian Version:

https://daneshyari.com/article/5033678

<u>Daneshyari.com</u>