Accepted Manuscript

Endogeneity in survey research

Jon Bingen Sande, Mrinal Ghosh



PII: S0167-8116(18)30005-3

DOI: https://doi.org/10.1016/j.ijresmar.2018.01.005

Reference: IJRM 1247

To appear in: International Journal of Research in Marketing

Received date: 6 June 2017

Please cite this article as: Jon Bingen Sande, Mrinal Ghosh , Endogeneity in survey research. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. Ijrm(2017), https://doi.org/10.1016/j.ijresmar.2018.01.005

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

ENDOGENEITY IN SURVEY RESEARCH

Accepted for publication in IJRM – International Journal of Research in Marketing

January 22nd 2018

Jon Bingen Sande
Associate Professor of Marketing
Norwegian School Management BI
NO-0442 Oslo, Norway
Tel: +47 46 41 06 48
E-mail: jon.bingen.sande@bi.no

and

Mrinal Ghosh
Eller Professor of Marketing
Eller College of Management
University of Arizona
1130 E Helen Street,
320P McClelland Hall
Tucson, AZ 85721
Ph: (520) 626 7353
Email: mghosh@email.arizona.edu

ARTICLE INFO

Article history:

First received on June 6, 2017 and was under review for 3 months.

Senior Editor: Koen H. Pauwels

The authors thank Matilda Dorotic, Jan Heide, Walter Herzog, George John, Silja Korhonen-Sande, Ragnhild Silkoset, Kenneth Wathne, as well as participants in a seminar at Department of Strategic Management and Globalization at Copenhagen Business School in March 2015, for their valuable comments on earlier versions of this paper. This paper has in part been funded by C3 Centre for Connected Care, Ullevaal Hospital, Kirkeveien 166, building 2 H in Oslo, Norway.

Download English Version:

https://daneshyari.com/en/article/7240477

Download Persian Version:

https://daneshyari.com/article/7240477

<u>Daneshyari.com</u>