REFERENCES


Lehmann D. R. and O'Shaughnessy J. (1982). Decision criteria used in buying different categories of products. Journal to marketing, 102(38), 36-42.


Liberatore M. J., Nydick R. L. and Sanchez P. M. (1992). The evaluation of research papers (or how to get an academic committee to agree on something). Interfaces, 22(2), 92-100.


International Conference on Industrial Engineering and Operations Management Dhaka, Bangladesh.


Telgen J. (1994). Insight and overview, the challenges of und Besslerk and Purchasing Management. Academical address at the University of Twente, Enschede, The Netherlands.


