List of Abbreviations

AD – Advertisement
AGRI – Agriculture
AUR - ASA University Review
BE – Brand Equity
CBBE – Consumer Based Brand Equity
CMR - California Management Review
HBR - Harvard Business Review
HBRM - Harvard Business Review On Marketing
IBH - International Book House
IJM - Indian Journal Of Marketing
IMM - industrial marketing management
IRJMS - IndianResearch Journal Of Management Science,
JAMS- Journal of academic marketing science
JBM - Journal Of Brand Management
JBR - Journal Of Business Research
JCM - Journal Of Consumer Marketing
JMR - Journal Of Marketing Research
JMR - Journal Of Marketing Research
JNSE - Journal Of Naval Science And Engineering
JOC - Journal Of Competitiveness
JOM - Journal Of Marketing
MDJ - Management Dynamics Journal
MN - Marketing News
MNC – Multi National Companies
MR - Marketing Research
MRT - Marketing & Research Today
PC PM – Price Promotion
PR PM – Premium Promotion
SP - Sales Promotion
SPM - Sales Promotion Management
TOCS - Thousand Oaks, Ca: Sage
UJMBR - Universal Journal Of Marketing And Business Research