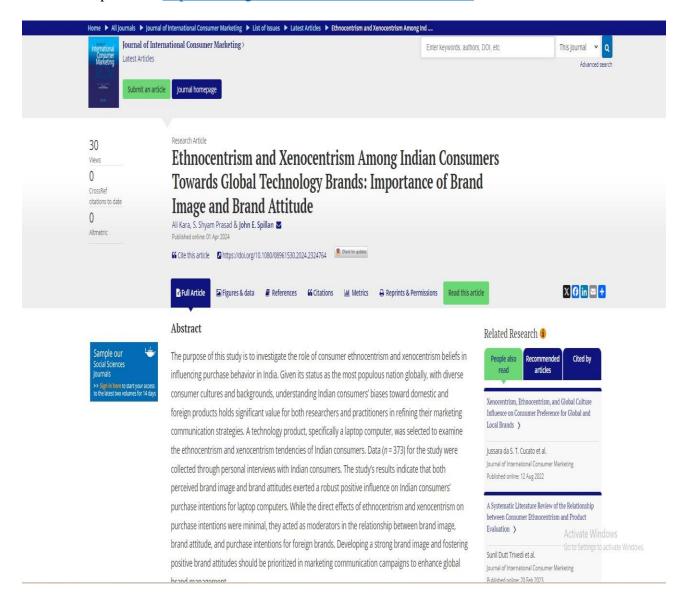
ISME Faculty Dr. Shyam Prasad has published a research paper in collaboration with Dr. Ali Kara and Dr. John in Journal of International Consumer Marketing.

Research Paper link: https://doi.org/10.1080/08961530.2024.2324764





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