

LEE, MYUNG-SOO

RESEARCH PUBLICATIONS

- Ratchford, Brian T., Debabrata Talukdar, and Myung-Soo Lee (2007), "The Impact of the Internet on Consumers' Use of Information Sources for Automobiles: A Re-Inquiry," Journal of Consumer Research, forthcoming.
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- Rogoff, Edward G., Myung-Soo Lee, and Alvin N. Puryear (1999), "Combining the Resources of Government, Academic, and Financial Institutions: A Model of Entrepreneurship Development," Global Focus, Vol. 11, No. 3, pp.105-118.
- Lee, Myung-Soo, Edward G. Rogoff, and Alvin N. Puryear (1998), "Differences between Aspiring Minority and Established, Non-Minority Business Owners: Is There a Goal Gap?" Proceedings of the United States Association for Small Business and Entrepreneurship (USASBE) 12th Annual Conference, Lynn Neeley (Ed.), pp. 1-11.
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