RESEARCH INTERESTS
In-Store Consumer Behavior
Judgment and Decision Making
Cross-Cultural Consumer Behavior
International Marketing Strategy

REFEREED PUBLICATIONS


**OTHER PUBLICATIONS**


**MANUSCRIPTS UNDER REVIEW OR REVISION**

Hildebrand, Diogo, DeMotta, Yoshiko, Sen, Sankar and Valenzuela, Ana “Consumer Reactions to Corporate Disaster Relief: The Role of Controllability- Contribution Fit,” Revise and Resubmit at *Journal of Marketing Research*

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