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Refereed Journal Articles

Journal Article, Academic Journal


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Book Chapters

Book, Chapter in Scholarly Book-New


Book, Chapter in Textbook-New

Non-Refereed Journal Articles

Journal Article, Academic Journal


Conference Proceedings

Conference Proceeding


Presentations

Elliot, Esi (Author Only), Zhu, Zhen Jane (Presenter & Author), Wang, Fei-Ling (Author Only), AMA Winter Educators’ Conference, “TRUST IN INTERNATIONAL BUSINESS RELATIONSHIPS: CHINESE BUSINESSES PERCEIVED IN AFRICA,” American Marketing Association, Orlando, FL. (February 2017).

Elliot, Esi (Presenter & Author), Zhu, Zhen Jane (Author Only), Wang, Feiling (Author Only), SBS Faculty Research Seminar, "Trust in International Business Relationship: Chinese Businesses Perceived in Africa," Suffolk University. (September 22, 2016).


Elliot, Esi, Transformative Consumer Research, "Confucianism Religion and implications for Consumer Quality of Life and Sustainability," Associatio of Consumer Research, Villanova University. (June 1, 2015).

Elliot, Esi, Subsistence Markets Conference, "The Impact of Socio-cultural Factors on Growth, Sustainability and Purpose of Subsistence Markets Consumers," University of Illinois at Urbana Champagne, Chicago. (June 2014).