Wilson PhD, Elizabeth J. (Full Professor)

Refereed Journal Articles

Journal Article, Academic Journal


**Book Chapters**

**Book, Chapter in Scholarly Book-New**


**Book, Chapter in Textbook-New**


**Non-Refereed Journal Articles**

**Journal Article, Academic Journal**


**Other Intellectual Contributions**

**Book Review**


**Written Case with Instructional Material**


**Conference Proceedings**

**Conference Proceeding**


**Presentations**

Yuksel, Mujde (Presenter & Author), Smith, Andrew (Presenter & Author), Smith, Robert S. (Presenter & Author), Wilson, Elizabeth (Presenter & Author), SBS Faculty Research Seminar, "Student Interest in Client-Sponsored Projects: The Quest for Engagement in Marketing Research Courses," FLDC. (February 2022).


Wilson, Elizabeth, Simmons University. (2007).


Wilson, Elizabeth J., "Tell Me Again Why I Should Listen to You?," Association for Consumer Research Conference, Boston, Massachusetts. (October 1994).
