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Publications

1. Haridasan, Anu C., and Angeline Gautami Fernando. "Segmentation of Online and In-Store Teen Shoppers Based on Shopping Motives." *Journal of Contemporary Management Research* 13.1 (2019): 24-40.
2. Fernando, Angeline Gautami, Bharadhwaj Sivakumaran, and L. Suganthi. "Comparison of perceived acquisition value sought by online second-hand and new goods shoppers." *European Journal of Marketing* (2018).
3. Haridasan, Anu C., and Angeline Gautami Fernando. "Online or in-store: unravelling consumer's channel choice motives." *Journal of Research in Interactive Marketing* (2018).
4. Fernando, Angeline Gautami, Bharadhwaj Sivakumaran, and L. Suganthi. "Message involvement and attitude towards green advertisements." *Marketing Intelligence & Planning* (2016).
5. Fernando, Angeline Gautami, Bharadhwaj Sivakumaran, and L. Suganthi. "Nature of green advertisements in India: are they greenwashed?." *Asian Journal of Communication* 24.3 (2014): 222-241.
6. Fernando, Angeline Gautami, L. Suganthi, and Bharadhwaj Sivakumaran. "If you blog, will they follow? Using online media to set the agenda for consumer concerns on "greenwashed" environmental claims." *Journal of Advertising* 43.2 (2014): 167-180.