

RESEARCH PUBLICATIONS: 2022-23

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Anand, A., Agarwal, M., Aggrawal, D., Hughes, L., Maroufkhani, P., & Dwivedi, Y. K. (2022). Successive generation introduction time for high technological products: an analysis based on different multi-attribute utility functions. *Environment, Development and Sustainability*, 1-18. Springer Nature. DOI: <https://doi.org/10.1007/s10668-022-02357-9>

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Aggrawal, D., Agarwal, M., Mittal, R., & Anand, A. (2022). Assessing the impact of negative WOM on diffusion process. **International Journal of System Assurance Engineering and Management**, 13(2), 820-827. Springer Nature. DOI: <https://doi.org/10.1007/s13198-021-01235-3> .

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