LIST OF PUBLICATIONS

Pascale G QUESTER

Refereed Publications:

Refereed journal articles:


60. “Examining Important Relationship Quality Constructs of the focal sponsorship exchange”, Industrial Marketing Management, 2005, page detail pending (with Farrelly F.)


Under review or in revisions:


Chapters in books:


**Book Review:**


**Refereed Conference Proceedings:**


31. “Developing a value-based scale measuring market orientation:the identical view of the frim and the customers”, *Proceedings of the 32nd EMAC Conference*, M.Saren, A. Williams (eds), Glasgow, 20 May 2003 CD ROM (with Chen S-C)


33. “Risque perçu et servicescap: L’ importance de la gestion de l’environnement physique pour le marketing des services”, *Proceedings of the 3rd Atelier de Recherche sur le Risque*, 17 December 2003, pp 37-54 (with M.McOmish)

Other Refered Publications:


2. *International Marketing at Dynix*, the EFMD European Case Study Competition, March 1995.


5. *Department of Family and Community Services*, registered case at *Centrale de Cas et de Medias Pedagogiques*, November 1995. (with Hermant J.)


8. *V. Jennings*, registered case at *Centrale de Cas et de Medias Pedagogiques*, April 1996. (with Hermant J.)


Books:


**Non-refereed publications:**

**Professional articles:**


Non-refereed conference papers:


Working papers:


(*Les Cahiers du CREA is a publication by ESC Nantes Atlantique which is widely distributed to a subscription base including main US and European Business Schools and Universities. The editor over this period of time was Prof. Michel Kalika, of IAE Poitiers.)

Other Published Case Studies**:


** While these cases are included in my textbooks, they were independently submitted and assessed by reviewers before being accepted and should therefore be considered as distinct publications from that of the main text. 