Journal articles published by PhD students (in bold) while at UNT (2019-20, 21).

Accounting


Business Computer Information Systems


Logistics Systems


Management Science


**Marketing**

• Ahmad, F., & Guzmán, F. (2021), Brand equity, online reviews, and message trust: the moderating role of persuasion knowledge, *Journal of Product and Brand Management*, 30 (4), 549-564.


