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Publications

• Conferences/Workshops and Talks

- Talk

1	Sarwar, M. & Loureiro, S. M. C. (2023). Green Marketing: An Integrative Literature Review. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship.
2	Sarwar, M. & Loureiro, S. M. C. (2023). Signaling effects of green marketing mix: An Application of SOR Model. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship.