

Contents

Editorial	i-iii
<i>Eldon Y. Li, & She-I Chang</i>	
Slow and Steady Wins the Race: The Impact of Chasing Returns on Quartile Rankings	1-32
<i>Rama K. Malladi & Jennifer Brodmann</i>	
Implications of Autonomous Pricing on Persuasive Knowledge and Aggressive Consumers	33-68
<i>James Blairs</i>	
Nexus of Religion, Economic Model and Culture: Impacts on Moral Development	69-108
<i>Marek Pawlak, Dinah Payne, Christy Corey, & Matt Zingoni</i>	
Social Commerce Marketing Experimentation Through Conjoint Analysis: Online Consumer Preferences	109-132
<i>Kamaljeet Kaur & Satinder Kumar</i>	