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Uma Sekaran(deceased) was Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois, USA. Dr Roger Bougieis Associate Professor in Business Research Methods, TIAS School for Business and Society (The Netherlands).

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Uma Sekaran is Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois. Dr Roger Bougie lectures in Marketing and Business Research Methods at the Department of Marketing at Tilburg University, The Netherlands.

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