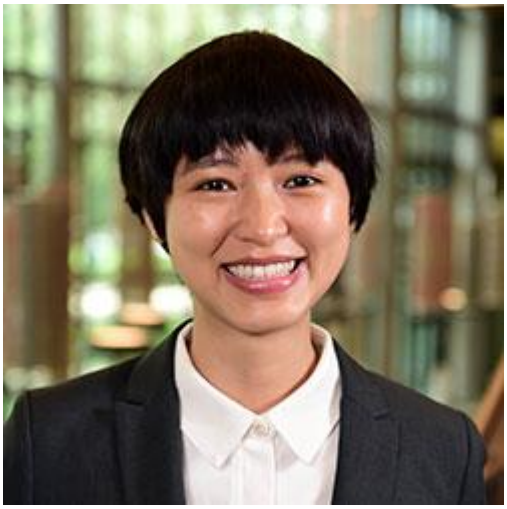
Research Notes: Eugina Leung

July 21, 2022



Eugina Leung's paper "Consumer Preference for Formal Address and Informal Address from Warm Brands and Competent Brands," co-authored with Anne-Sophie Lenoir of Branding Science, Stefano Puntoni of Erasmus University and Stijn van Osselaer of Cornell University, has been accepted for publication in *Journal of Consumer Psychology*. Leung is an assistant professor of marketing.