Research Notes: Diego Bufquin

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Diego Bufquin's paper “Exploring the Relationship Between Brand Coolness, Brand Personality, Brand Identity, and Purchase Intentions Through the Lens of Wine,” co-authored with Marco W.W. Nutta, Robin M. Back and Jeong-Yeol Park, was accepted for publication in *Journal of Wine Research*. Bufquin is a professor of practice in management and director of the Hospitality Certificate program.