

Publications List of IFM Faculty

DR MAJER MARKO

Refereed Articles

MAJER, MARKO (2020), Leader's Perspective of Millennial Employees in the Central & Eastern European Advertising Industry, JEEMS, 25-1 (2020)

Book chapters

MAJER, MARKO (2021), Evolution of advertising messages: from Facts over Emotional Appeal to Shared Values, Chapter 7 pp197-220 in Nelson, William (ed.), *Advances in Business and Management Volume 18*, Nova Science Publishers.