

ANNA M. TURRI

Research and Publications

Journal Publications

- Sierra, Jeremy, Anna M. Turri, and Harry A. Taute, "Unhealthy Food and Beverage Consumption: An Investigative Model," *Journal of Foodservice Business Research*, forthcoming in print 2015/2016.
- Sierra, Jeremy, Harry A. Taute, and Anna M. Turri, "Determinants of Intentions to Purchase Unhealthy Food and Beverage Options: A Dual-Process Theoretical Perspective," *Journal of Food Products Marketing*, available online 2015, forthcoming in print 2015/2016.
- Stokes, Amy and Anna M. Turri, "Consumer Perceptions of Carbon Labeling in Print Advertising: Hype or Effective Communication Strategy?" *Journal of Marketing Communications*, available online 2013, forthcoming in print 2015.
- Newman, Christopher L., Anna M. Turri, Elizabeth Howlett and Amy Stokes (2014), "Twenty Years of Country-of-Origin Food Labeling Research: A Review of the Literature and Implications for Food Marketing Systems," *Journal of Macromarketing*, 34(4), 505-519.
- Burton, Scot, Andrea Heintz Tangari, Elizabeth Howlett, and Anna M. Turri (2014), "How the Perceived Healthfulness of Restaurant Menu Items Influences Sodium and Calorie Misperceptions: Implications for Nutrition Disclosures in Chain Restaurants," *Journal of Consumer Affairs*, 48(1), 62-95.
- Turri, Anna M., Karen H. Smith, and Elyria Kemp (2013), (lead article) "Developing Affective Brand Commitment through Social Media," *Journal of Electronic Commerce Research*, 14(13), 201-214.
- Fries, Jennifer L., Anna M. Turri, Daniel C. Bello, and Ronn J. Smith (2010), "Factors that Influence the Implementation of Collaborative RFID Programs," *Journal of Business and Industrial Marketing*, 25(8), 590-595.
- Turri, Anna M., Balasundram Maniam, and Geraldine E. Hynes (2008), "Are They Watching? Corporate Surveillance of Employees' Technology Use," *The Business Review, Cambridge*, 11(2), 126-130.
- Turri, Anna, Balasundram Maniam, and Ronald Earl (2007), "Effects of Online Trading on the Investment Community," *ASBBS E-Journal*, 3(1), 146-155.
- Turri, Anna, Balasundram Maniam and Hadley Leavell (2006), "Globalization: The Good, Bad and Ugly," *The Business Review, Cambridge*, 6(1), 31-37.