



ul. Szturmowa 1/3; 02-678 Warszawa; NIP 525-001-12-66; phone +48 22 55 34 164; e-mail: jmcbem@wz.uw.edu.pl https://press.wz.uw.edu.pl/jmcbem/ University od Warsaw Faculty of Management

OPEN ACCESS LICENSE

Please read the terms of this agreement, print, sign, scan and upload the document to jmcbem@wz.uw.edu.pl or Submission Form for Journal of Marketing and Consumer Behaviour in Emerging Markets

Article entitled: ("Work" or "article")
Author/s: (also referred to as "Licensor/s")
Corresponding author: (if more than one author)
Journal Name: Journal of Marketing and Consumer Behaviour in Emerging Markets
Journal Owner: Uniwersytet Warszawski; 00-927 Warszawa; ul. Krakowskie Przedmieście 26/28 License
This journal provides immediate open access to its content under the Creative Commons BY 4.0 license: https://creativecommons.org/licenses/by/4.0/ . Authors who publish with this journal retain all copyrights and agree to the terms of the above-mentioned CC BY 4.0 license.
Author's Signature:
Name printed:
Date: