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## Efficacy of Centering Techniques for Creating Interaction Terms in Multiple Regression for Modeling Brand Extension Evaluation

## Harleen Kaur

## **Author Profile:**

Dr. Harleen Kaur is Assistant Professor in the Department of Commerce and Business, Mata Sundri College for Women, University of Delhi, Delhi, India. She did her M.Com from Delhi School of Economics and Ph.D. from the Faculty of Management Studies, University of Delhi, Delhi, India. Her research interests include brand extensions, brand equity and advertising. Her research is published in Journals of International repute like Vision: The Journal of Business Perspectives and Journal of Empirical Generalizations of Marketing Science. She has been teaching