## The effect of sunk cost, framing effect, and educational background on the escalation of commitment

Title	The effect of sunk cost, framing effect, and educational background on the escalation of commitment
Abstract	
Authors	AW Permatasari, L Budiarti, K Srirejeki
Journal Name	Journal of Contemporary Accounting 2 (1), 2020
Publish Year	2020
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"The effect of sunk cost, framing effect, and educational background on the escalation of commitment"
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