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## **Investigation of Mall Atmosphere in Experiential Shopping during Holiday Season: A case of Malaysian Shopping Malls**

Derek Ong Lai Teik\*, Gan Yi Hao\*\*, Iva Juniaty\*\*\*, Joseanne Wong Lirn Jhet\*\*\*\*, Ling Ai Rick\*\*\*\*\* and Subashini a/p Gullantheivello\*\*\*\*\*

**The article has been shifted to new website:**

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