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Volume 47, issue 6, November 2019

Special Issue: Marketing Strategy in Digital, Data-Rich, and Developing Market (D3) Environments

Issue editors

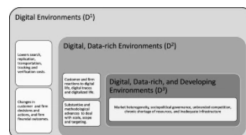
Eric Fang & Shrihari Sridhar

12 articles in this issue

New vistas for marketing strategy: digital, data-rich, and developing market (D3) environments

Shrihari Sridhar & Eric Fang

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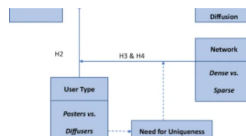


Seeking the support of the silent majority: are lurking users valuable to UGC platforms?

Xingyu Chen, Xing Li ... Zhimin Zhou

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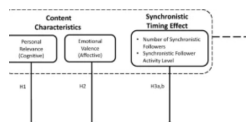


What makes online content viral? The contingent effects of hub users versus non-hub users on social media platforms

Qingliang Wang, Fred Miao ... En Xie

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Getting more likes: the impact of narrative person and brand image on customer-brand interactions

Yaping Chang, You Li ... V. Kumar

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Informational or emotional appeals in crowdfunding message strategy: an empirical investigation of backers' support decisions

Diandian Xiang, Leinan Zhang ... Shuang Ma

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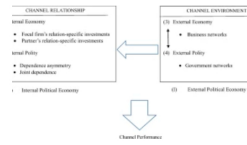
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Network embeddedness as a dependence-balancing mechanism in developing markets: differential effects for channel partners with asymmetric dependencies

Maggie Chuoyan Dong, Fue Zeng & Chenting Su

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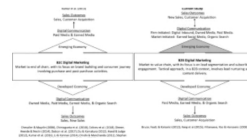


In pursuit of an effective B2B digital marketing strategy in an emerging market

Valter Afonso Vieira, Marcos Inácio Severo de Almeida ... S. Arunachalam

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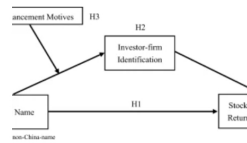


The impact of psychological identification with home-name stocks on investor behavior: an empirical and experimental investigation

Haizhong Wang, Hong Yuan ... Huaxi Li

Original Empirical Research | Published: 05 August 2019

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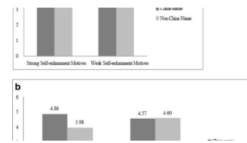


Correction to: The impact of psychological identification with home-name stocks on investor behavior: an empirical and experimental investigation

Haizhong Wang, Hong Yuan ... Huaxi Li

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How nutrition information influences online food sales

Peng Zou & Jingwen Liu

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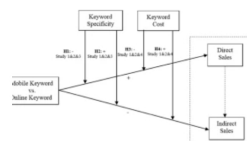


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Feng Wang, Li Zuo ... Yueyan Wu

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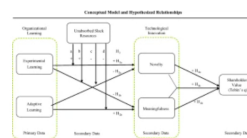


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