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International Journal of Research in Marketing - Elsevier

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Journal of Research in Marketing

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International Journal of Research in Marketing

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Journal of Marketing Research Archives

International Journal of Research in Marketing, forthcoming. Rosenberg D. (2018), How marketers can start integrating AI in their work, Harvard Business Review. Rust, R. T. (2020). The future of marketing. International Journal of Research in Marketing, 37(1), 15-26. Sheth, J., & Kellstadt, C.H. (2020). Next frontiers of research in data driven ...

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Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing research's evolution from 2000 to 2015 and an agenda for future research. Journal of Marketing, 80(6), 146–172. Google Scholar