

Sky

((()
()

•

•

,

•

, ((

•

, ((

•

, ((

•

, ((

•

" " " ((

International Journal of Research in Marketing " (

•

" " " (' (Journal of
Marketing Research " (

•

" " (' (Information Systems Research " (

•

" " " (" (Management
Science " ' (

•

" " " (" ' (Journal of Marketing Research " ' (

•

" (" " ,
(Journal of Marketing Research " ' (

•

•

" " (

•

' ' "

"

(

•

(

•

"

"

(

•

"

(

"

•

(

•

•

•

•

•

•

•

•

"

•

•

•

•

(

•

—

(

•

(

•

(

•

(

•

(

•

(

•

(

•

(

•

(

•

(

•

(

