



- 
- 
- 
- 
- 
- 

*Journal of Research in Marketing*

*International*

*Marketing Research*

*Journal of*

*Information Systems Research*

*Management Science*

*Journal of Marketing Research*

*Research*

*Equal Contribution*

*Journal of Marketing*

*Journal of Marketing Science*

-

•

•

□

•

•

•

•

□

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

