

Multiple keywords management in sponsored search and consumer clicks

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#	ARTICLE	IF	CITATIONS
1	Exploring the influence of artificial intelligence technology on consumer repurchase intention: The mediation and moderation approach. <i>Technology in Society</i> , 2023, 72, 102190.	9.4	30
2	What makes customers "Click"? An analysis of hotel list content using deep learning. <i>International Journal of Hospitality Management</i> , 2023, 114, 103581.	8.8	0
3	Automated bidding vs manual bidding strategies in search engine marketing: a keyword efficiency perspective. <i>Journal of Marketing Analytics</i> , 0, , .	3.7	0