

Managing entrepreneurs' behavior personalities in di

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#	ARTICLE	IF	CITATIONS
1	Defining content marketing and its influence on online user behavior: a data-driven prescriptive analytics method. <i>Annals of Operations Research</i> , 0, , .	4.1	19
2	The Desings of Propaganda and Marketing and Their Impact on the Digital Revolution of the Current World. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2023, , 281-301.	0.8	0
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16	Community startup businesses: theâ€™impact of big five personality traits and social media technology acceptance on group buying leaders. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2024, 30, 955-978.	3.8	0