

# Microfinance Decision Making: A Field Study of Prosocial

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Tell Me a Good Story and I May Lend you Money: The Role of Narratives in Peer-to-Peer Lending Decisions. <i>Journal of Marketing Research</i> , 2011, 48, S138-S149.	3.0	291
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