

Marketing in the Sharing Economy

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Commentary: Marketing and the Sharing Economy: Digital Economy and Emerging Market Challenges. <i>Journal of Marketing</i> , 2019, 83, 28-31.	7.0	75
2	Commentary: The Twilight of Brand and Consumerism? Digital Trust, Cultural Meaning, and the Quest for Connection in the Sharing Economy. <i>Journal of Marketing</i> , 2019, 83, 32-35.	7.0	36
3	Challenging the Boundaries of Marketing. <i>Journal of Marketing</i> , 2019, 83, 1-4.	7.0	59
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5	Transaction cost theory: past, present and future. <i>AMS Review</i> , 2020, 10, 85-97.	1.1	52
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7	Journeying Together: Aligning Retailer and Service Provider Roles with Collective Consumer Practices. <i>Journal of Retailing</i> , 2020, 96, 9-24.	4.0	29
8	A sustainability-oriented optimal allocation strategy of sharing bicycles: Evidence from ofo usage in Shanghai. <i>Resources, Conservation and Recycling</i> , 2020, 153, 104510.	5.3	22
9	Dominant Consumer Attitudes in the Sharing Economy – A Representative Study in Hungary. <i>Resources</i> , 2020, 9, 1.	1.6	29
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17	Prosumers in times of crisis: definition, archetypes and implications. <i>Journal of Service Management</i> , 2021, 32, 176-189.	4.4	50
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