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How WeChat can retain users: Roles of network externalities, social interaction ties, and perceived values in building continuance intention

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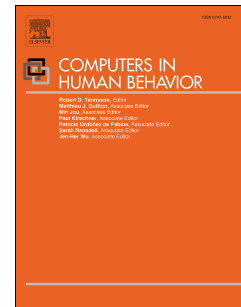
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