

Accepted Manuscript

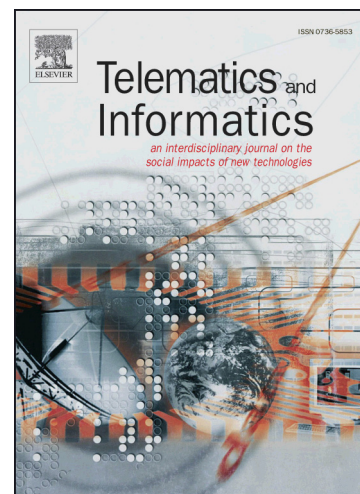
Trust in Open Versus Closed Social Media: the Relative Influence of User- and Marketer-Generated Content in Social Network Services on Customer Trust

Bo Reum Choi, Inseong Lee

PII: S0736-5853(16)30239-8
DOI: <http://dx.doi.org/10.1016/j.tele.2016.11.005>
Reference: TELE 889

To appear in: *Telematics and Informatics*

Received Date: 1 June 2016
Revised Date: 26 September 2016
Accepted Date: 13 November 2016



Please cite this article as: Reum Choi, B., Lee, I., Trust in Open Versus Closed Social Media: the Relative Influence of User- and Marketer-Generated Content in Social Network Services on Customer Trust, *Telematics and Informatics* (2016), doi: <http://dx.doi.org/10.1016/j.tele.2016.11.005>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

**TRUST IN OPEN VERSUS CLOSED SOCIAL MEDIA:
THE RELATIVE INFLUENCE OF USER- AND MARKETER-GENERATED CONTENT IN
SOCIAL NETWORK SERVICES ON CUSTOMER TRUST**

Bo Reum Choi
School of Business Administration
UNIST, UNIST-gil 50, Ulsan, 689-798, South Korea
bchoi@unist.ac.kr

Inseong Lee
Quryon Korea
Yeoksam-ro 165, Gangnam-gu, Seoul, 135-925, South Korea
inseong.lee@gmail.com

**TRUST IN OPEN VERSUS CLOSED SOCIAL MEDIA:
THE RELATIVE INFLUENCE OF USER- AND MARKETER-GENERATED CONTENT IN
SOCIAL NETWORK SERVICES ON CUSTOMER TRUST**

Download English Version:

<https://daneshyari.com/en/article/4957669>

Download Persian Version:

<https://daneshyari.com/article/4957669>

[Daneshyari.com](https://daneshyari.com)