

Accepted Manuscript

Social Network Utilization and the Impact of Academic Research in Marketing

Stav Rosenzweig, Amir Grinstein, Elie Ofek

PII: S0167-8116(16)30032-5
DOI: doi: [10.1016/j.ijresmar.2016.02.002](https://doi.org/10.1016/j.ijresmar.2016.02.002)
Reference: IJRM 1150

To appear in: *International Journal of Research in Marketing*

Received date: 20 January 2014



Please cite this article as: Rosenzweig, S., Grinstein, A. & Ofek, E., Social Network Utilization and the Impact of Academic Research in Marketing, *International Journal of Research in Marketing* (2016), doi: [10.1016/j.ijresmar.2016.02.002](https://doi.org/10.1016/j.ijresmar.2016.02.002)

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.

Social Network Utilization and the Impact of Academic Research in Marketing

Stav Rosenzweig, Amir Grinstein, Elie Ofek

ARTICLE INFO

Article history:

First received on January 20, 2014 and was under review for 6 months.

Area Editor: Stefan Wuyts

Stav Rosenzweig is an assistant professor of marketing, The Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Beer Sheva, Israel (stavro@som.bgu.ac.il). Amir Grinstein is an associate professor of marketing, D'Amore-McKim School of Business, Northeastern University & Faculty of Economics and Business Administration, VU University Amsterdam, The Netherlands (a.grinstein@neu.edu, a.grinstein@vu.nl). Elie Ofek is T.J. Dermot Dunphy professor of business administration, Harvard Business School, Boston, MA (eofek@hbs.edu).

Download English Version:

<https://daneshyari.com/en/article/5033768>

Download Persian Version:

<https://daneshyari.com/article/5033768>

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