## Accepted Manuscript

Social Network Utilization and the Impact of Academic Research in Marketing

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PII: S0167-8116(16)30032-5

DOI: doi: 10.1016/j.ijresmar.2016.02.002

Reference: IJRM 1150

To appear in: International Journal of Research in Marketing

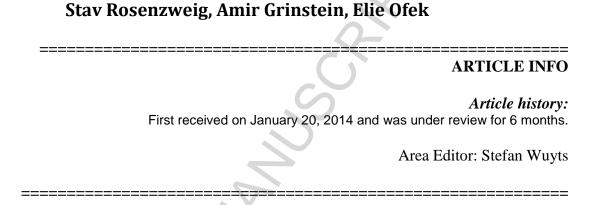
Received date: 20 January 2014



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

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## Social Network Utilization and the Impact of Academic Research in Marketing



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