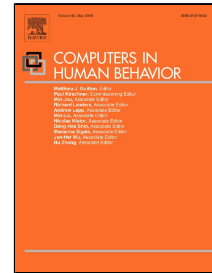


Accepted Manuscript

Tailoring Management Response to Negative Reviews: The Effectiveness of Accommodative versus Defensive Responses

Chunyu Li, Geng Cui, Ling Peng



PII: S0747-5632(18)30114-6

DOI: 10.1016/j.chb.2018.03.009

Reference: CHB 5413

To appear in: *Computers in Human Behavior*

Received Date: 04 September 2017

Revised Date: 24 February 2018

Accepted Date: 02 March 2018

Please cite this article as: Chunyu Li, Geng Cui, Ling Peng, Tailoring Management Response to Negative Reviews: The Effectiveness of Accommodative versus Defensive Responses, *Computers in Human Behavior* (2018), doi: 10.1016/j.chb.2018.03.009

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.

**Tailoring Management Response to Negative Reviews:
The Effectiveness of Accommodative versus Defensive Responses**

Chunyu Li^{a, *}, Geng Cui^b, Ling Peng^b

^a *Department of Marketing, School of Business, Guangdong University of Foreign Studies, Guangzhou, People's Republic of China. Address: 2 North Baiyun Road, Guangzhou, Guangdong Province, People's Republic of China. Phone: 86-134 163 59454; Email: chunyuli@ln.hk.*

^{*} Corresponding author. Tel: 86-134 163 59454.

^b *Faculty of Business, Lingnan University, Hong Kong. Address: 8 Castle Peak Road, Tuen Mun, New Territories, Hong Kong.*

Email addresses: chunyuli@ln.hk (C. Li), gcui@ln.edu.hk (G. Cui), lingpeng@ln.edu.hk (L. Peng)

Download English Version:

<https://daneshyari.com/en/article/6836030>

Download Persian Version:

<https://daneshyari.com/article/6836030>

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