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MARKETING MANAGEMENT

ARTICOLI SU RIVISTA SCIENTIFICA

GAL-OR E., SHI Q.

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NI Y., SHI Q., WEI Z.

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SHUGAN S. M., MOON J., SHI Q., KUMAR N. S.

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PROCEEDINGS/PRESENTATIONS

ZHU K., SHI Q., BANERJEE S.

Platform Monetization and Unintended Consequences on its Ecosystem: Evidence from a Two-sided Market for Books

EMAC Annual Conference, May 24-27, 2022, Budapest, Ungheria

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