

Articles

A Systematic Review of the Influence of Online Review Content on Travelers' Safety Perceptions

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How Consistency, Reviews, And Ratings Shape Seller Reputation: Customer Experience Mediation on Shopee

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Innovation Strategies, Intellectual Capital, and Competitive Advantage in Indonesian Manufacturing Firms

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Strengthening Affective Commitment through Social Support: The Experience of Women Leaders in a Diaspora Organization

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Conflict as a Catalyst for Innovation in Organizations: How to Optimize it in a Collectivism Culture Setting?

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Does Income Matter? Financial Literacy, Financial Health, and Financial Well-Being: PLS-MGA Evidence

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The Dark and Bright Side of UBO Transparency: Switching Potential, Product Cannibalism, and Sales Performance in the Banking Industry

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Evaluating AI-Based Digital Marketing Resources: A VRIO Framework Analysis for Competitive Advantage Assessment in Pre-Launch Skincare Brands

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