

Using machine learning to develop customer insights from user-generated content

Mustak, Mekhail; Hallikainen, Heli; Laukkanen, Tommi; Ple, Loïc; **Hollebeek, Linda Desiree**; Aleem, Majid Journal of retailing and consumer services 2024 / art. 104034, 14 p. : ill <https://doi.org/10.1016/j.jretconser.2024.104034> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)