

Understanding the effects of firms' unresponsiveness on social media toward customer feedback on customers' engagement : the impact of ethnicity

Bozkurt, Siddik; Gligor, David; **Hollebeek, Linda Desiree**; Sumlin, Cameron Journal of research in interactive marketing 2025 / p. 59-75 <https://doi.org/10.1108/JRIM-09-2023-0317>