

Boosting app-based mobile financial services engagement in B2B subsistence marketplaces : The roles of marketing strategy and app design

Ferdous, Ahmed Shahriar; Akareem, Husain Salilul; Viswanathan, Madhu; **Hollebeek, Linda Desiree**; Ringer, Allison Industrial Marketing Management 2024 / p. 147-161 <https://doi.org/10.1016/j.indmarman.2024.04.014>