

Crafting conceptual proposition-based contributions: The 7C framework

Hollebeek, Linda Desiree; Srivastava, Rajendra K.; Clark, Moira K.; Urbonavicius, Sigitas; Lim, Weng Marc Psychology and Marketing 2024 / p. 2396-2411 <https://doi.org/10.1002/mar.22055> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)