

**Mitigating distraction : interactivity and atmospherics in social commerce**

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**Online content creators' and viewers' interdependent journeys**

**Hollebeek, Linda Desiree**; Anselmsson, Johan; Adomaviciute-Sakalauske, Karina; Krumm, Kristo; Jansson, Johan; Wait, Marius; Ooi, Beewah; **Riivits-Arkonsuo, Iivi**; Lubbe, Isolde Services marketing quarterly 2024 / p. 296-318

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**Miller, Leon** Journal of Creating Value 2016 / p. 257 - 267 <https://doi.org/10.1177/2394964316643458> [Journal metrics at Scopus](#) [Article at Scopus](#)