

Engaging consumers through artificially intelligent technologies: Systematic review, conceptual model, and further research

Hollebeek, Linda Desiree; Menidjel, Choukri; Sarstedt, Marko; Jansson, Johan; Urbonavicius, Sigita Psychology and Marketing 2024 / art. 1326454, 18 p. : ill <https://doi.org/10.1002/mar.21957> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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