Does it Pay to Pay Attention? Estimating Sources of Consumer Inertia in Car Insurance Market Kepp, Kaido; Männasoo, Kadri SSRN 2023 https://doi.org/10.2139/ssrn.4531692

Mobile app vs. desktop browser platforms : the relationships among customer engagement, experience, relationship quality and loyalty intention

Khan, Imran; Hollebeek, Linda Desiree; Fatma, Mobin; Islam, Jamid UI; Rather, Raouf Ahmad; Shahid, Shadma; Sigurdsson, Valdimar Journal of Marketing Management 2023 / p. 275-297 https://doi.org/10.1080/0267257X.2022.2106290

What drives drivers? Switching, learning, and the impact of claims in car insurance Jõeveer, Karin; Kepp, Kaido Journal of behavioral and experimental economics 2023 / art. 101993, 11 p https://doi.org/10.1016/j.socec.2023.101993