

Demystifying consumer digital cocreated value : social presence theory-informed framework and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Macky, Keith Recherche et applications en marketing 2021 / p. 24-42

<https://doi.org/10.1177%2F2051570720961986> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)