



Management Research Review

Intention to participate in online commercial experiments by social network's

users: Differences in gender and age

Rebeca Cordero-Gutiérrez, Libia Santos-Requejo,

Article information:

To cite this document:

Rebeca Cordero-Gutiérrez, Libia Santos-Requejo, (2016) "Intention to participate in online commercial experiments by social network's users: Differences in gender and age", Management Research Review, Vol. 39 Issue: 4, pp.378-398, https://doi.org/10.1108/MRR-06-2014-0128

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