

Outline

Highlights

Abstract

Keywords

- 1. Introduction
 - 2. Conceptual background and research objectives
 - 3. Research methods
 - 4. Research results
 - 5. Discussion
 - 6. Concluding remarks
 - Appendix A
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 - References
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<https://doi.org/10.1016/j.jretconser.2015.07.002>

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Highlights

- We explore managers' perceptions of the role of e-service quality in retailing.



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