

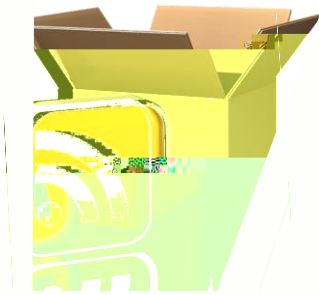


如何有效地选择战略同盟来实现引流

Triadic Closure, Homophily, and Reciprocation: An Empirical Investigation of Social Ties between Content Providers

Tingting Song, Qian Tang

Information Systems Research, 2019, 30(3): 912-926.
<https://doi.org/10.1287/isre.2019.0838>



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2014 27,356

exposure

reputation