

# 数字化转型时代的消费者洞察和营销创新

2022

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Kopalle and Sun

5.4

et al. 2012 Marketing Science; Sun and Zhang

13.6

2019 Management Science; Liu, Sun and Zhang,

9.7%

Operations Research, 2021 Kumar and Sun 2020

Management Science Sun et al. 2017 Marketing

Science Sun et al. 2015 Marketing Science Hong

and Sun 2012 Journal of Consumer Research

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