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## Duygu Yildiz

### Publications

- **Conferences/Workshops and Talks**

- **Publication in conference proceedings**

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| 1 | yildiz, D., Loureiro, S. M. C. & Guerreiro, J. (2025). Human, virtual, or both? A systematic literature review on influencer marketing in the metaverse. In Conference book proceedings of 18th Annual Conference of the EuroMed Academy of Business: Exploring New Horizons in Business and Management. |
|---|--|