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Duygu Yildiz

Publications

- **Conferences/Workshops and Talks**
 - **Publication in conference proceedings**

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.
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