

Warning: [2026-01-27 04:53] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Outdated Information: The information in this public profile may be outdated.

Duygu Yıldız

Publications

- **Conferences/Workshops and Talks**

- Publication in conference proceedings

1

yıldız, 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.