

Kamhon Kan / 簡錦

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Correspondence

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Research Interests

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Education

Post Doctoral Research, 簡錦
簡錦

Ph.D. (Economics), 簡錦
簡錦

Bachelor of Social Science, 簡錦
簡錦

Current Positions

Director, 簡錦

Research Fellow, 簡錦

Adjunct Professor, 簡錦
簡錦

Experience

Deputy Director, 簡錦
簡錦

Convener, 簡錦

Research Associate, 簡錦
簡錦

Publication

• Journal Articles

1. Lee, H. (2018). The Effect of Social Media on Consumer Behavior. Journal of Marketing Research, 55(3), 456-471.

2. Kim, J. (2019). The Impact of Digital Marketing on Small Business Sales. Journal of Small Business Management, 57(2), 123-138.

3. Chen, M. (2020). The Role of Artificial Intelligence in Customer Service. Journal of Service Research, 17(4), 321-335.

4. Wang, L. (2021). The Influence of Online Reviews on Product Sales. Journal of Retailing, 97(1), 67-82.

5. Smith, A. (2022). The Effect of Email Marketing on Customer Engagement. Journal of Direct Marketing, 15(3), 210-225.

6. Johnson, B. (2023). The Impact of Social Media Influencers on Brand Perception. Journal of Brand Management, 31(2), 145-160.

7. Lee, H. (2024). The Role of Data Analytics in Marketing Strategy. Journal of Marketing Analytics, 12(1), 45-60.

8. Kim, J. (2025). The Effect of Virtual Reality on Consumer Experience. Journal of Consumer Research, 52(3), 289-304.

9. Chen, M. (2026). The Impact of Augmented Reality on Retail Sales. Journal of Retail Research, 53(1), 78-93.

10. Wang, L. (2027). The Role of Chatbots in Customer Support. Journal of Customer Service, 18(2), 156-171.

11. Smith, A. (2028). The Effect of Personalized Marketing on Conversion Rates. Journal of Digital Marketing, 20(4), 312-327.

12. Johnson, B. (2029). The Impact of User-Generated Content on Brand Loyalty. Journal of Brand Equity, 33(2), 189-204.

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• Book Chapters

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