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Trust in Open Versus Closed Social Media: the Relative Influence of User- and Marketer-Generated Content in Social Network Services on Customer Trust

Bo Reum Choi, Inseong Lee

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**TRUST IN OPEN VERSUS CLOSED SOCIAL MEDIA:
THE RELATIVE INFLUENCE OF USER- AND MARKETER-GENERATED CONTENT IN
SOCIAL NETWORK SERVICES ON CUSTOMER TRUST**

Bo Reum Choi
School of Business Administration
UNIST, UNIST-gil 50, Ulsan, 689-798, South Korea
bchoi@unist.ac.kr

Inseong Lee
Quryon Korea
Yeoksam-ro 165, Gangnam-gu, Seoul, 135-925, South Korea
inseong.lee@gmail.com

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