

Accepted Manuscript

Protecting customer privacy when marketing with second-party data

Matthew J. Schneider, Sharan Jagpal, Sachin Gupta, Shaobo Li, Yan Yu



PII: S0167-8116(17)30008-3

DOI: doi: [10.1016/j.ijresmar.2017.02.003](https://doi.org/10.1016/j.ijresmar.2017.02.003)

Reference: IJRM 1207

To appear in: *International Journal of Research in Marketing*

Received date: 19 December 2015

Please cite this article as: Matthew J. Schneider, Sharan Jagpal, Sachin Gupta, Shaobo Li, Yan Yu , Protecting customer privacy when marketing with second-party data. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. *Ijrm*(2017), doi: [10.1016/j.ijresmar.2017.02.003](https://doi.org/10.1016/j.ijresmar.2017.02.003)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Protecting Customer Privacy when Marketing with Second-Party Data

Matthew J. Schneider¹
matt.schneider@drexel.edu

Sharan Jagpal
jagpal@rutgers.edu

Sachin Gupta
sg248@cornell.edu

Shaobo Li
lis6@mail.uc.edu

Yan Yu
Yan.Yu@uc.edu

ARTICLE INFO***Article history:***

First received on December 19, 2015 and was under review for 5½ months.

Senior Editor: Bruce H. Hardie

Matthew J. Schneider is Assistant Professor of Decision Sciences at the LeBow College of Business at Drexel University, Philadelphia, PA 19104. Sharan Jagpal is Professor of Marketing at Rutgers Business School at Rutgers University, Newark, NJ 07102. Sachin Gupta is Henrietta Johnson Louis Professor of Marketing and Professor of Management at the S.C. Johnson Graduate School of Management at Cornell University, Ithaca, NY 14853. Yan Yu is the Joseph S. Stern Professor of Business Analytics, and Shaobo Li is a Ph.D. candidate, both at the Lindner College of Business at the University of Cincinnati, Cincinnati, OH 45221.

¹ Matthew J. Schneider, matt.schneider@drexel.edu, LeBow College of Business, 3220 Market St, Philadelphia, PA 19104, 215-895-1676

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات