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## Research outputs

## **Unveiling Consumer Empowerment Process**

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Akhavannasab, S., Cihat Aydin, Y. & Mirzaei Ahranjani, P., 29 Jan 2019, In: Energy Policy. 128, p. 593-606 10 p.

Consumer empowerment in consumer-firm relationships: conceptual framework and implications for research Akhavannasab, S., Senecal, S. & Dantas, D., 11 Jul 2018, In: Academy of Marketing Science Review. 8, p. 214-227 14 p. , s13162-018-0120-4.

Hierarchical Relationship among brand values in Customer mindset Akhavannasab, S., Apr 2014, The 9th Global Branding Conference.

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