

E-COMMERCE, ISAAC et VOLLE, 2011

REFERENCES COMPLEMENTAIRES DU CHAPITRE 3

- Dholakia U.M., Kahn B.E. et al. (2010), Consumer behavior in a multichannel, multimedia retailing environment, *Journal of Interactive Marketing*, vol. 24, n°2, pp. 86-95.
- Frambach R.T., Roest H.C.A. et Krishnan T.V. (2007), The impact of consumer Internet experience on channel preference and usage intentions across the different stages of the buying process, *Journal of Interactive Marketing*, vol. 21, n°2, pp. 26-41.
- Gensler S., Dekimpe M.G. et Skiera B. (2007), Evaluating channel performance in multi-channel environments, *Journal of Retailing and Consumer Services*, vol. 14, n°1, pp. 17-23.
- Grewal D., Janakiraman R. et al. (2010), Strategic online and offline retail pricing: A review and research agenda, *Journal of Interactive Marketing*, vol. 24, n°2, pp. 138-154.
- Haenlein M. et Kaplan A.M. (2009), Les magasins de marques phares dans les mondes virtuels : l'impact de l'exposition au magasin virtuel sur l'attitude envers la marque et l'intention d'achat dans la vie réelle, *Recherche et Applications en Marketing*, vol. 24, n°3, pp. 57-80.
- Kuruzovich J., Viswanathan S. et al. (2008), Marketspace or marketplace? Online information search and channel outcomes in auto retailing, *Information Systems Research*, vol. 19, n°2, pp. 182-201.
- Müller-Lankenau C., Wehmeyer K. et Klein S. (2006), Strategic channel alignment: An analysis of the configuration of physical and virtual marketing channels, *Information Systems & e-Business Management*, vol. 4, n°2, pp. 187-216.
- Muthitacharoen A.M., Gillenson M.L. et Suwan N. (2006), Segmenting online customers to manage business resources: A study of the impacts of sales channel strategies on consumer preferences, *Information & Management*, vol. 43, n°5, pp. 678-695.
- Neslin S.A. et Shankar V. (2009), Key issues in multichannel customer management: Current knowledge and future directions, *Journal of Interactive Marketing*, vol. 23, n°1, pp. 70-81.
- Patrício L., Fisk R.P. et Falcao J. (2008), Designing multi-interface service experiences: The service experience blueprint, *Journal of Service Research*, vol. 10, n°4, pp. 318-334.
- Piercy N. (2009), Positive management of marketing-operations relationships: The case of an Internet retail SME, *Journal of Marketing Management*, vol. 25, n°5/6, pp. 551-570.
- Sharma A. et Mehrotra A. (2007), Choosing an optimal channel mix in multichannel environments, *Industrial Marketing Management*, vol. 36, n°1, pp. 21-28.
- Verhoef P.C., Neslin S.A. et Vroomen B. (2007), Multichannel customer management: Understanding the research-shopper phenomenon, *International Journal of Research in Marketing*, vol. 24, n°2, pp. 129-148.
- Weltevreden J.W.J. (2007), Substitution or complementarity? How the Internet changes city centre shopping, *Journal of Retailing and Consumer Services*, vol. 14, n°3, pp. 192-207.
- Wilson H. et Daniel E. (2007), The multi-channel challenge: A dynamic capability approach, *Industrial Marketing Management*, vol. 36, n°1, pp. 10-20.
- Zhang J. et Wedel M. (2009), The effectiveness of customized promotions in online and offline stores, *Journal of Marketing Research*, vol. 46, n°2, pp. 190-206.