Consumer Experience in the Connected World: How Emerging Technologies Are Poised to Revolutionize Consumer Behavior Research

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Three transformational technologies, including digital technologies, the Internet of Things, and human-machine technologies, are poised to radically transform how consumers behave. We will explore new consumer behaviors that are likely to emerge from such technologies, along with new conceptual models and methodologies that may be most appropriate for studying them.

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ROUNDTABLE
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How Emerging Technologies are Poised to Revolutionize Consumer Behavior Research

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