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Nota di contenuto	Mass Customization's Online Sales Configurator Capabilities and Purchase Intention: The Roles of Psychological Empowerment and Ownership -- Reviewing the Research Landscape of Online Scarcity Messages -- Understanding Customers' Insights Using Attribution Theory -- Marketing Strategies of Tham Sing Robusta Coffee in Thailand: SWOT IE and TOWS Matrix -- Identifying Current Themes and Important Future Research Directions in the Field of Consumer Animosity.
Sommario/riassunto	The "soul" centers our activities and inspirations. The body of marketing changes shape rapidly; however, we should not lose sight of its "soul". This volume focuses on preserving the "soul" of marketing in a data-driven world where technology has proliferated amidst a myriad of global challenges. Featuring papers presented at the 2023 Academy of Marketing Science World Marketing Congress held in Canterbury, UK, this book explores ideas, theories and practices to tackle global and economic challenges in marketing and emphasize marketing's

contribution to business and society at large, further strengthening the academic community. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review.
