

Customer knowledge asset: A systematic review of leading marketing journals in 1997-2019

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Abstract

Marketing faces a situation where the potentially available amount of data and information about customers is exploding. To assist the managers to focus their efforts on the creation of customer insights, there is a need for understanding which characteristics of customer data and information influence performance and how they can be managed. This study identifies 29 empirical studies on Customer Knowledge Asset (CKA) - the body of data, information, and knowledge of economic value about customers possessed by a firm at a particular time – published in leading marketing journals in 1997-2019. Through a systematic review, this study establishes the