

A systematic review of empirical studies on customer knowledge – insight from the leading marketing journals in 1997-2017

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Abstract

The evolving landscape of marketing abundant with opportunities to gather and analyze customer-related data has triggered calls for more research on realizing the potential in customer insight. This paper aims at supporting this research agenda by identifying and conducting a systematic review of 142 empirical studies on customer knowledge (CK) in leading marketing journals in 1997-2017. Our study gives an overview of the theoretical foundations, conceptualizations, and operationalizations, and methods used in this body of literature. The paper concludes by synthesizing studies on CK utilization: its drivers, performance effects and future research directions.

Keywords: *Customer knowledge; Systematic literature review; Utilization of knowledge*

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