Managing the uncontrollable: Empirical studies of user-generated content online
Lee, H.H.

Citation for published version (APA):

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
REFERENCES


relationships through mutually beneficial corporate social responsibility initiatives.


Cova, B., & White, T. (2010). Counter-brand and alter-brand communities: the impact of


Management Journal, 39(5), 38–44.
Füller, J., (2010). Refining virtual co-creation from a consumer perspective. California


Papyrina, V. (2012). If I want you to like me, should I be like you or unlike you? The effect of prior positive interaction with the group on conformity and distinctiveness in consumer decision making. *Journal of Consumer Behaviour*, 11(6), 467–476.


Peloza, J., & Shang, J. (2011). How can corporate social responsibility activities create


Thelwall, M. (2006). Bloggers during the London attacks: Top information sources and


