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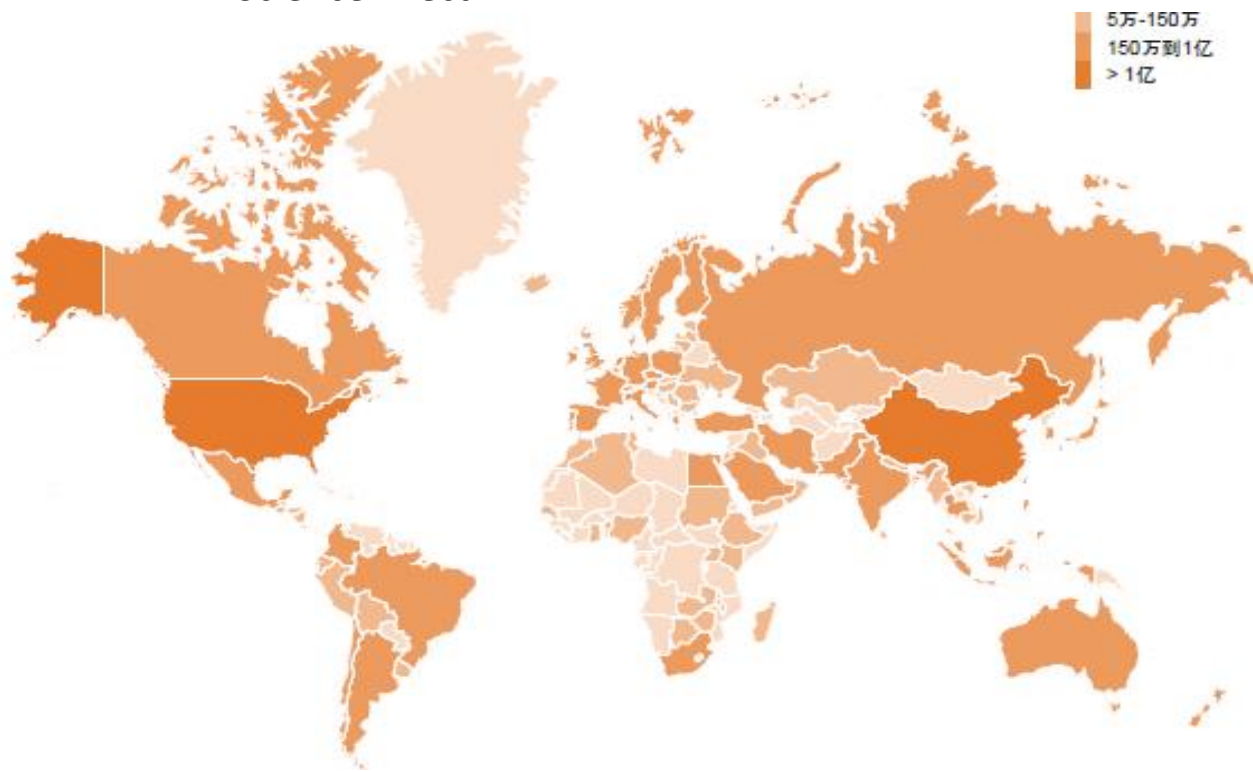
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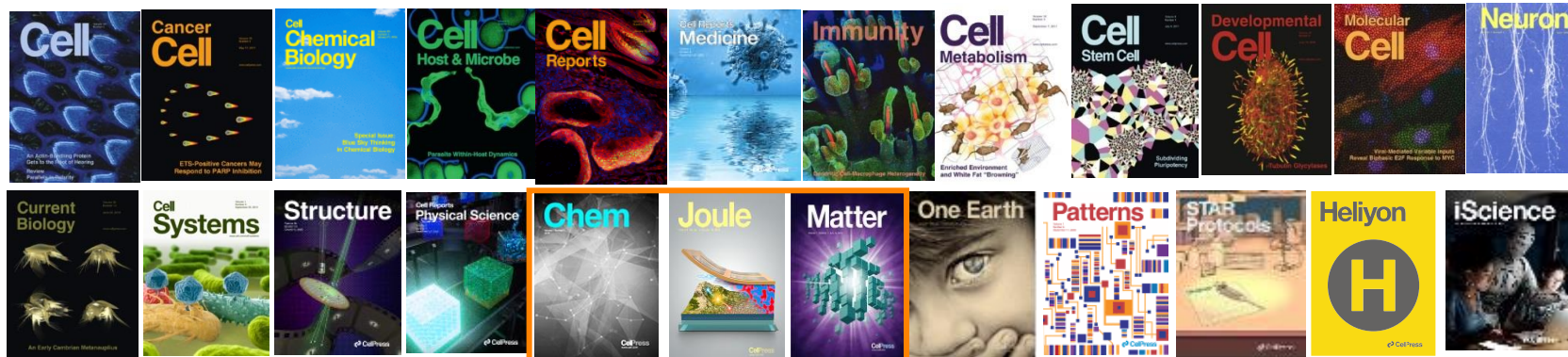


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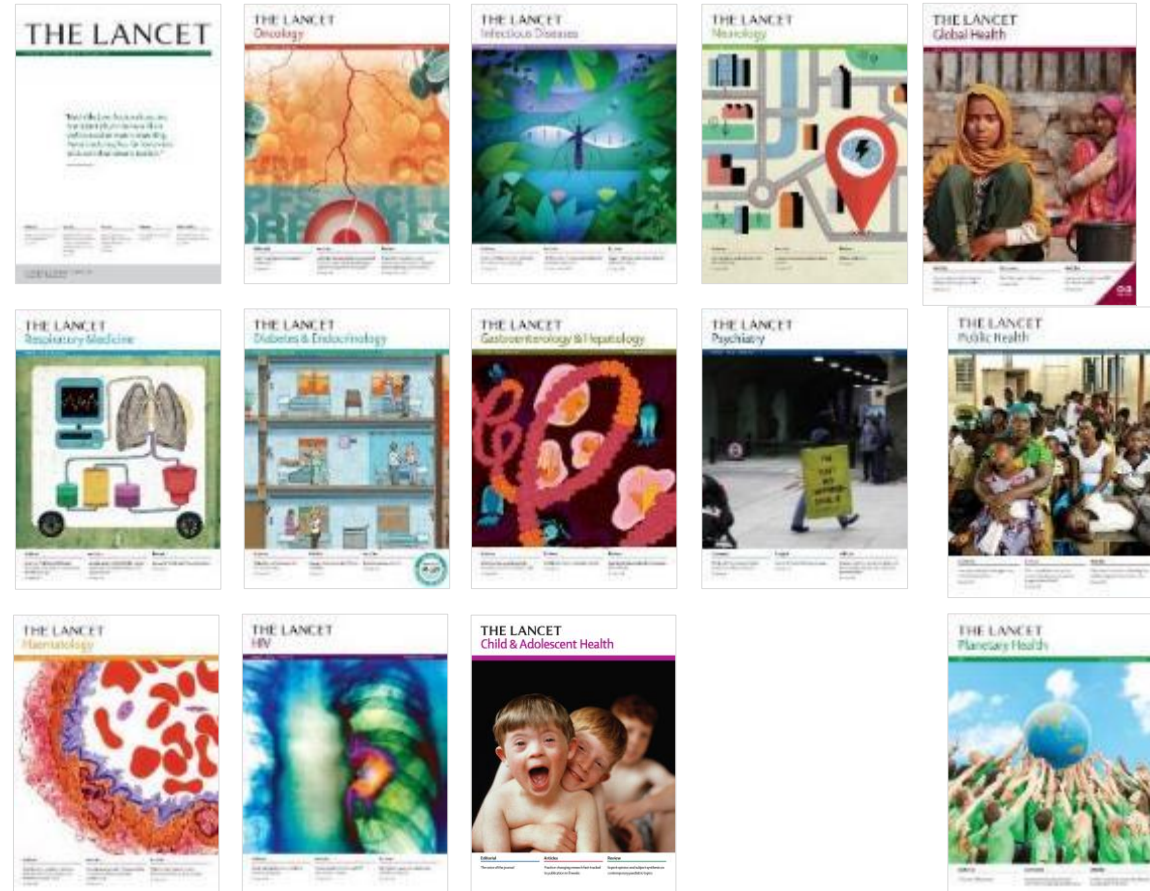
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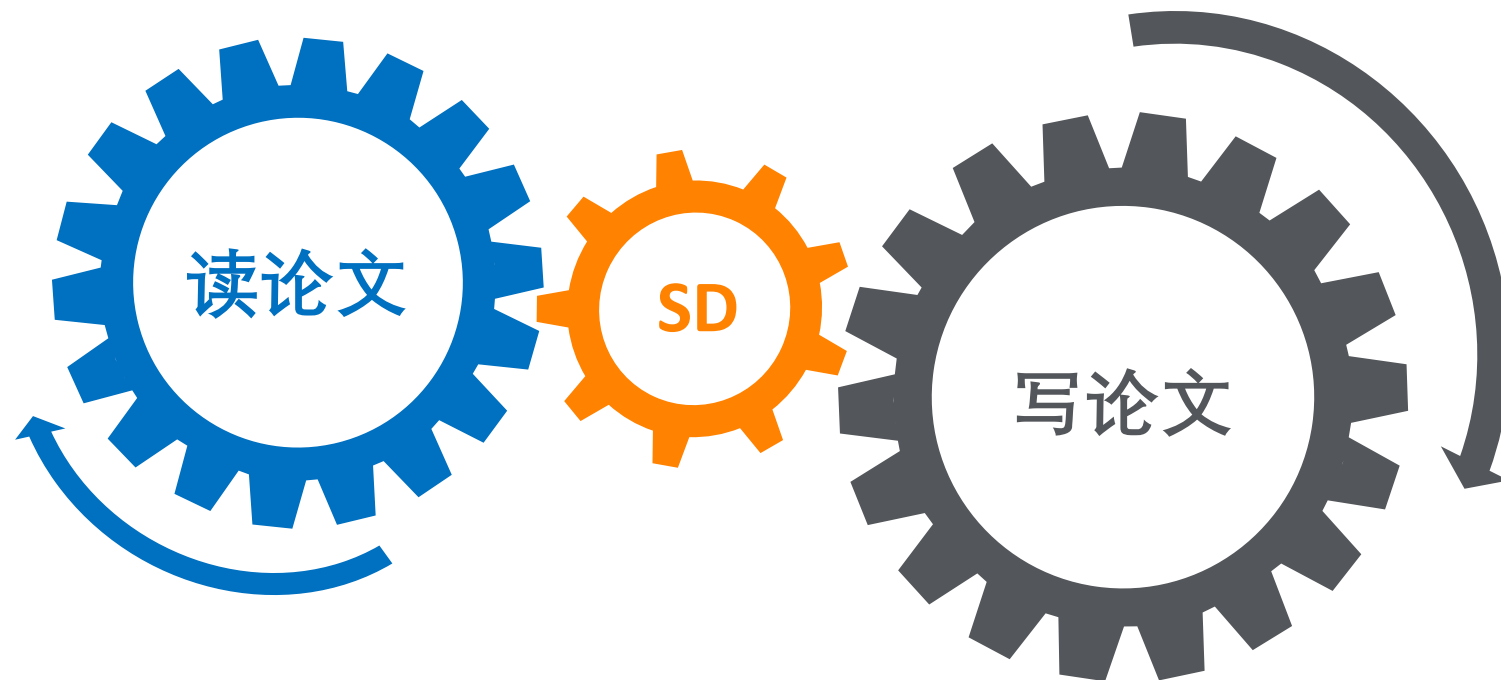


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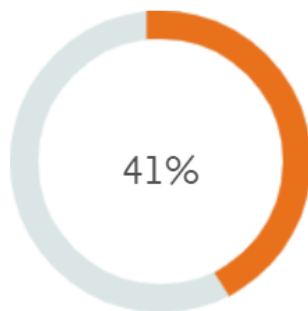
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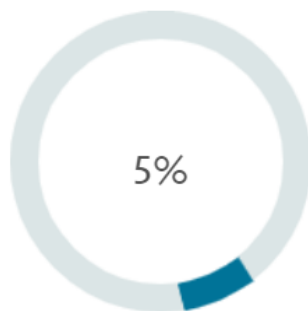
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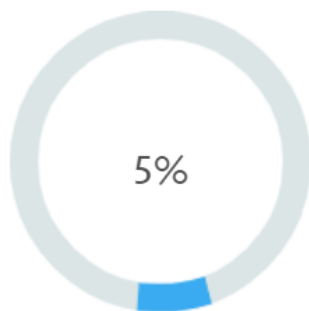
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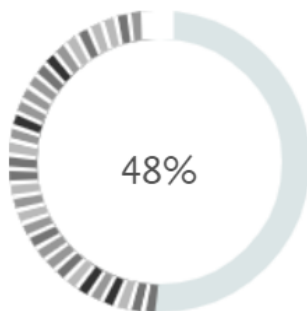
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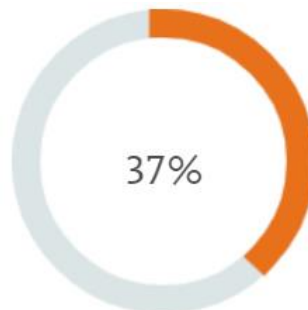
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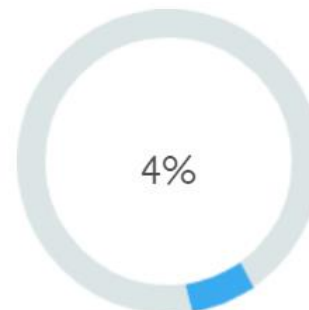
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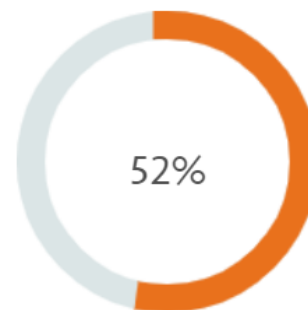
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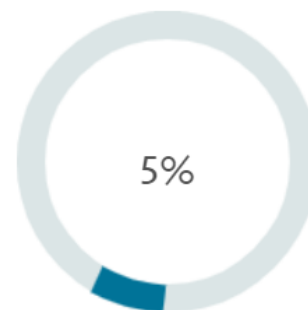
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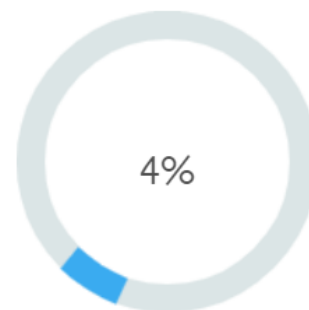
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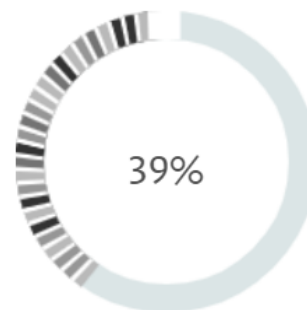
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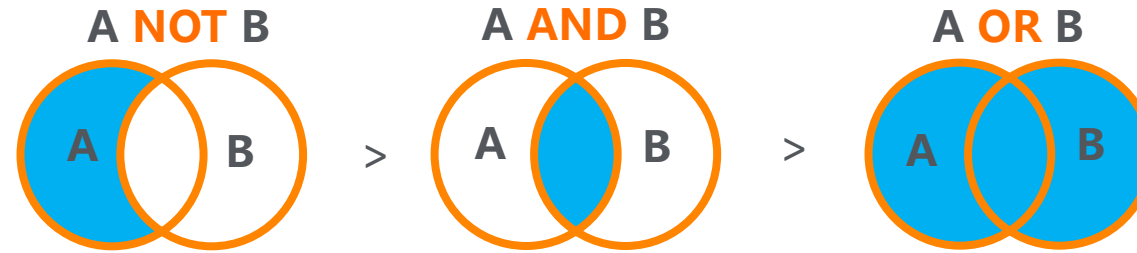
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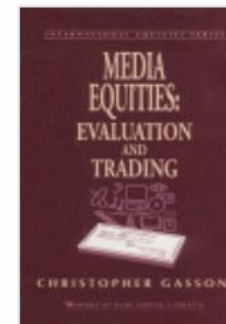
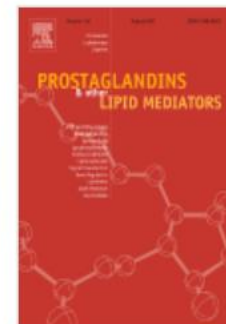
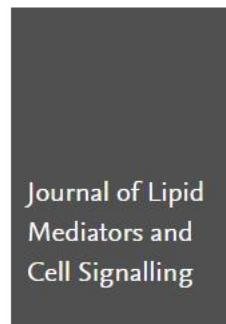
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Journal of Business Research

Volume 66, Issue 1, January 2013, Pages 105-114



Consumer engagement in a virtual brand community: An exploratory analysis

Roderick J. Brodie , Ana Ilic , Biljana Juric , Linda Hollebeek

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Abstract

Despite the extensive use of the term “engagement” in the context of brand communities, the theoretical meaning and foundations underlying this term remain underexplored in the literature to-date. Drawing on a literature review, this study adopts netnographic methodology to explore the nature and scope of consumer engagement in an online brand community environment. The study reveals the complex multidimensional and dynamic nature of consumer engagement, which may emerge at different levels of intensity over time, thus reflecting distinct engagement states. Further, the consumer engagement process comprises a range of sub-processes reflecting consumers' interactive experience within online brand communities, and value co-creation among community participants. Engaged consumers exhibit enhanced consumer loyalty, satisfaction, empowerment, connection, emotional bonding, trust and commitment. The paper concludes with a discussion of implications for practice and further research.



商业研究杂志

第 66 卷, 第 1 期, 2013 年 105 月, 第 114-114 页



虚拟品牌社区中的消费者参与：探索性分析

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摘要

尽管“参与”一词在品牌社区的语境中被广泛使用，但迄今为止，该术语的理论含义和基础在文献中仍未得到充分探索。本研究借鉴文献综述，采用网络学方法论探讨在线品牌社区环境中消费者参与的性质和范围。该研究揭示了消费者参与的复杂多维和动态性质，随着时间的推移，这种参与可能会以不同的强度出现，从而反映不同的参与状态。此外，消费者参与过程包括一系列子过程，反映消费者在在线品牌社区中的互动体验，以及社区参与者之间的价值共同创造。参与的消费者表现出增强的消费者忠诚度、满意度、赋权、联系、情感纽带、信任和承诺。本文最后讨论了对实践和进一步研究的影响。

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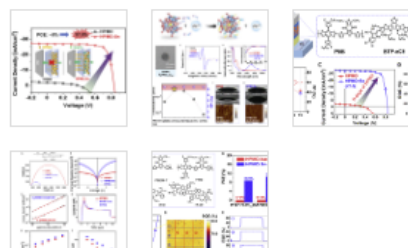
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Article

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Qian Kang¹, Zhong Zheng¹, Yunfei Zu¹, Qing Liao¹, Pengqing Bi¹, Shaoqing Zhang², Yi Yang¹, Bowei Xu¹  
Jianhui Hou^{1,3}  


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- The HTL possesses low cost, easy preparation, and good compatibility

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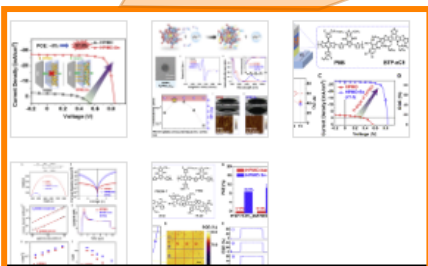
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Qian Kang¹, Zhong Zhen¹, Jianhui Hou^{1,3}

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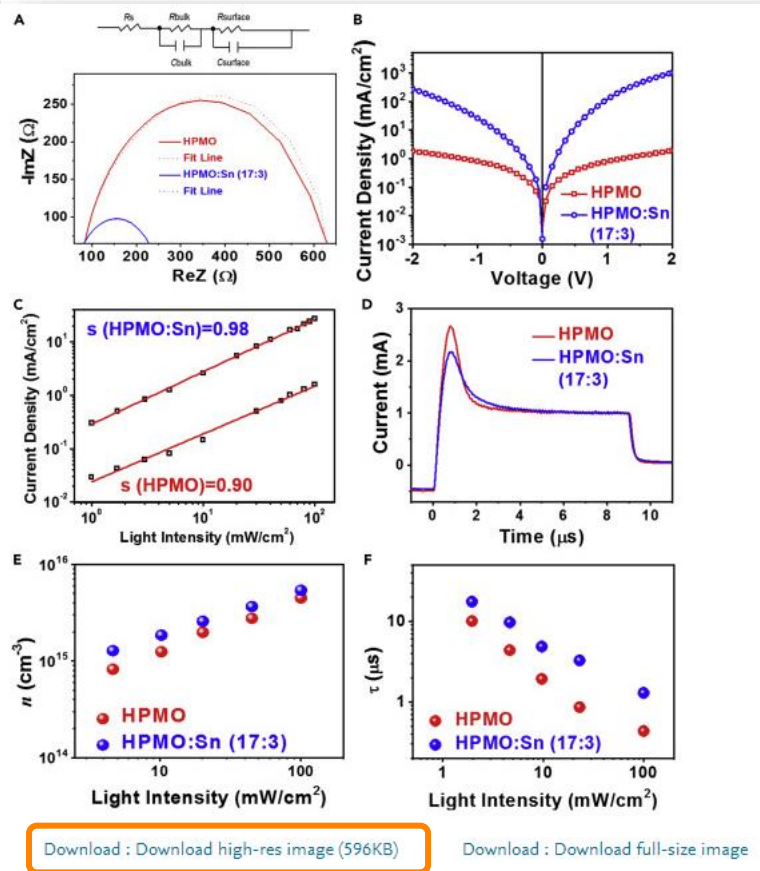
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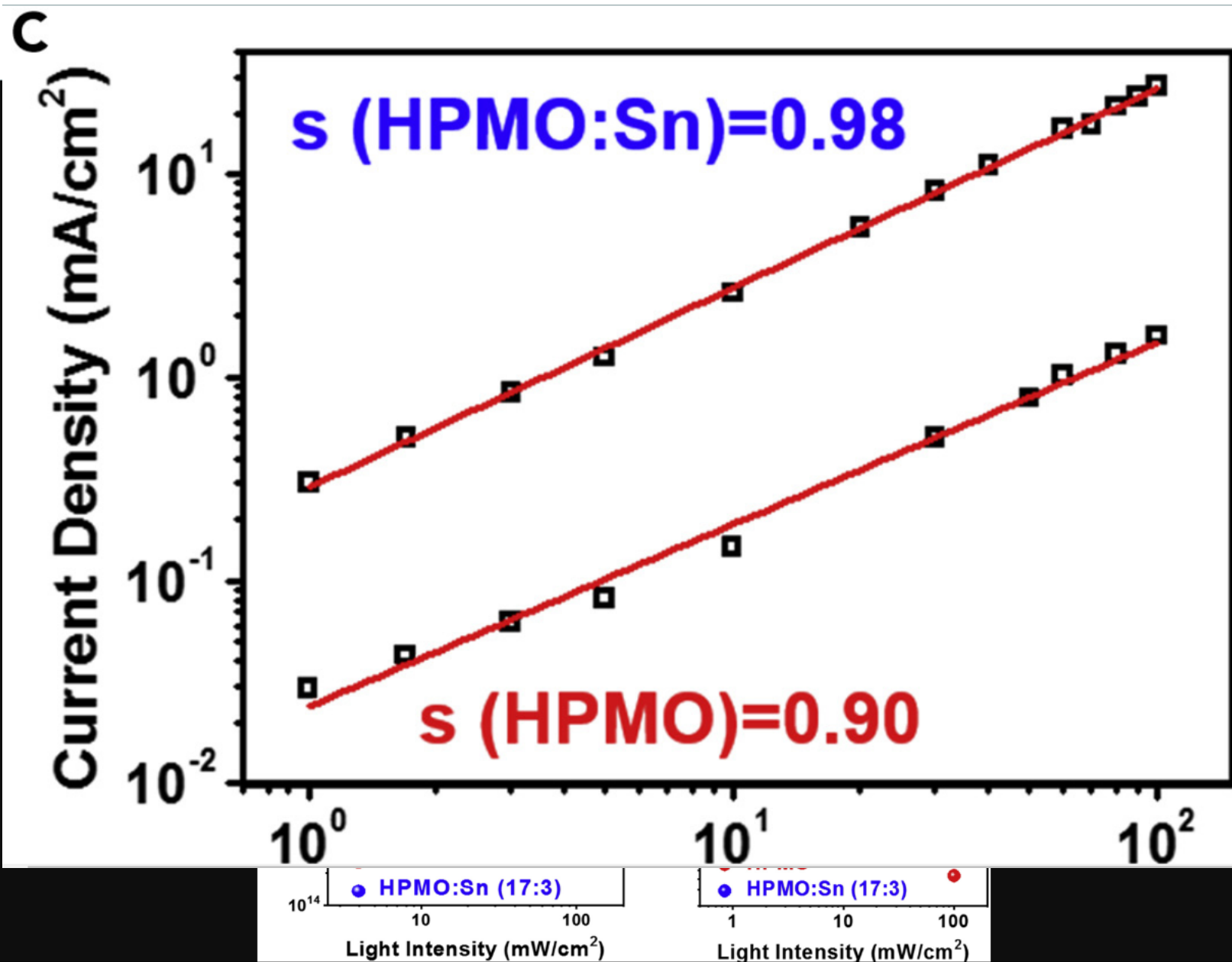
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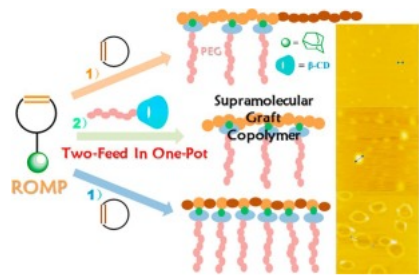
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followed by efficient complexation between cyclodextrin and adamantane to form amphiphilic supramolecular graft copolymers via a two-feed one-pot. Subsequently, amphiphilic supramolecular block and alternating copolymers were constructed using a similar technique via the copolymerization with cyclooctene in one-pot. Importantly, the degree of polymerization and molecular weight distribution of these supramolecular polymers were well controlled, and further they self-assembled into supramolecular nanostructures with diverse morphologies in aqueous solution. It is expected that this work will provide a new direction for designing and constructing noncovalent supramolecular metathesis polymers.

Graphical abstract

Three types of noncovalently connected amphiphilic supramolecular copolymers were prepared relying on ring-opening metathesis polymerization and host-guest interaction via a two-feed procedure in one-pot; The polymers self-assemble into supramolecular nanostuctures with diverse morphologies.


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Ring Opening Metathesis Polymerisation

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Ring-Opening Polymerization and Special Polymerization Processes

L.L. Kiessling, S.L. Mangold, in [Polymer Science: A Comprehensive Reference](#), 2012

4.28.1.5 Conclusions

ROMP can be used to construct a wide range of polymer architectures for a variety of applications. Advances in design and synthesis have led to exceptional chemoselectivity.

Polymeric Materials – Well Defined Block Copolymers

M.U. Kahveci, ... C. Tsitsilianis, in [Reference Module in Materials Science and Materials Engineering](#), 2016

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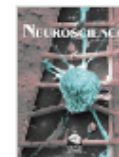
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Neuroscience

Volume 172, 13 January 2011, Pages 196–204



Cognitive, Behavioral, and Systems Neuroscience

A sex comparison of the anatomy and function of the main olfactory bulb–medial amygdala projection in mice

N. Kang^a, E.A. McCarthy^a, J.A. Cherry^b, M.J. Baum^a  

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Abstract

We previously reported that some main olfactory bulb (MOB) mitral/tufted (M/T) cells send a direct projection to the “vomeronasal” amygdala in female mice and selectively respond to volatile male mouse urinary odors. We asked whether MOB M/T cells that project to the vomeronasal amygdala exist in male mice and whether there is a sexually dimorphic response of these neurons to volatile male urinary pheromones.

Gonadectomized male and female mice received bilateral injections of the retrograde

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2.1. Materials

Graphene Oxide (GO) was synthesized from graphite powder according to a modified Hummer's method. Other chemicals and reagents were purchased from Beijing Chemicals Factory. Deionized water was used in all experiments.

2.2. Fabrication of the Ni nanochains and the rGO/Ni nanohybrids

Ni nanochains were prepared according to our previous work [28]. In brief, 0.119 g of $\text{NiCl}_2 \cdot 6\text{H}_2\text{O}$ and 0.333 g of polyvinyl pyrrolidone were dissolved in 100 ml of ethylene glycol (EG) solvent with mechanical stirring for 2 h to obtain a transparent solution. Next, 0.265 mL of the hydrazine monohydrate liquid (80%) was added to the as prepared solution dropwise. After stirring for 2 h, the homogeneous suspension was transferred to a heating jacket and heated to the boiling point of EG ($\sim 197^\circ\text{C}$) with refluxing for 3 h, then a dark precipitate was obtained. Subsequently, the precipitate was washed several times with distilled water and absolute ethanol and finally dried at 60°C for 12 h for further characterization.


The rGO/Ni nanohybrids were synthesized by a facile synthetic route. First, the graphene oxides with different mass were put in deionized water with ultrasonic treatment for 2 h to obtain a homogeneous dispersion. Then this solution was heated to 90°C in an oil bath under magnetic stirring, after that, a certain amount of $\text{N}_2\text{H}_4 \cdot \text{H}_2\text{O}$ was dissolved in the reaction solution. After stirring for 3 h, the solution was cooled to room temperature and then the as-synthesized Ni chains were added in, with continuing sonicating for another 2 h. Finally, the black mixture was collected by centrifugation and washed several times using the deionized water and then freeze-dried at -50°C for 48 h to get rGO/Ni hybrids powders. The mass ratio between rGO and Ni were 4:1, 2:1, 1:1, 1:2, and 1:4, respectively.



W. Xu, Y.F. Pan, W. Wei, G.S. Wang, P. Qu

Microwave absorption enhancement and dual-nonlinear magnetic resonance of ultra small nickel with quasi-one-dimensional nanostructure

Appl. Surf. Sci., 428 (2018), pp. 54-60

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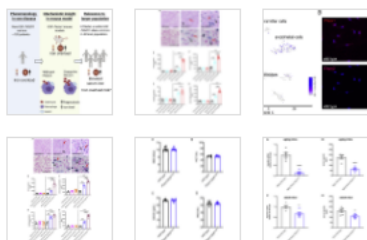
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A role of PIEZO1 in iron metabolism in mice and humans

Shang Ma ¹, Adrienne E. Dubin ¹, Yunxiao Zhang ¹, Seved Ali Reza Mousavi ¹, Yu Wang ¹, Adam M. Coombs ¹, Meaghan Loud ¹, Immacolata Andolfo ², **Ardem Patapoutian ^{1,3}**  

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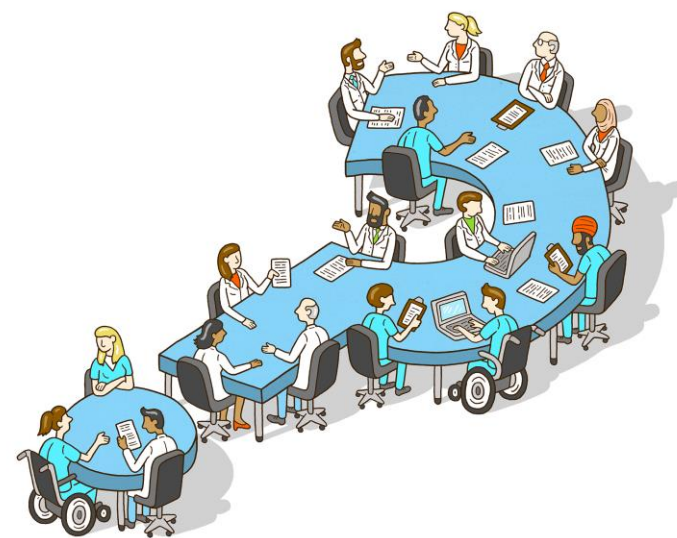
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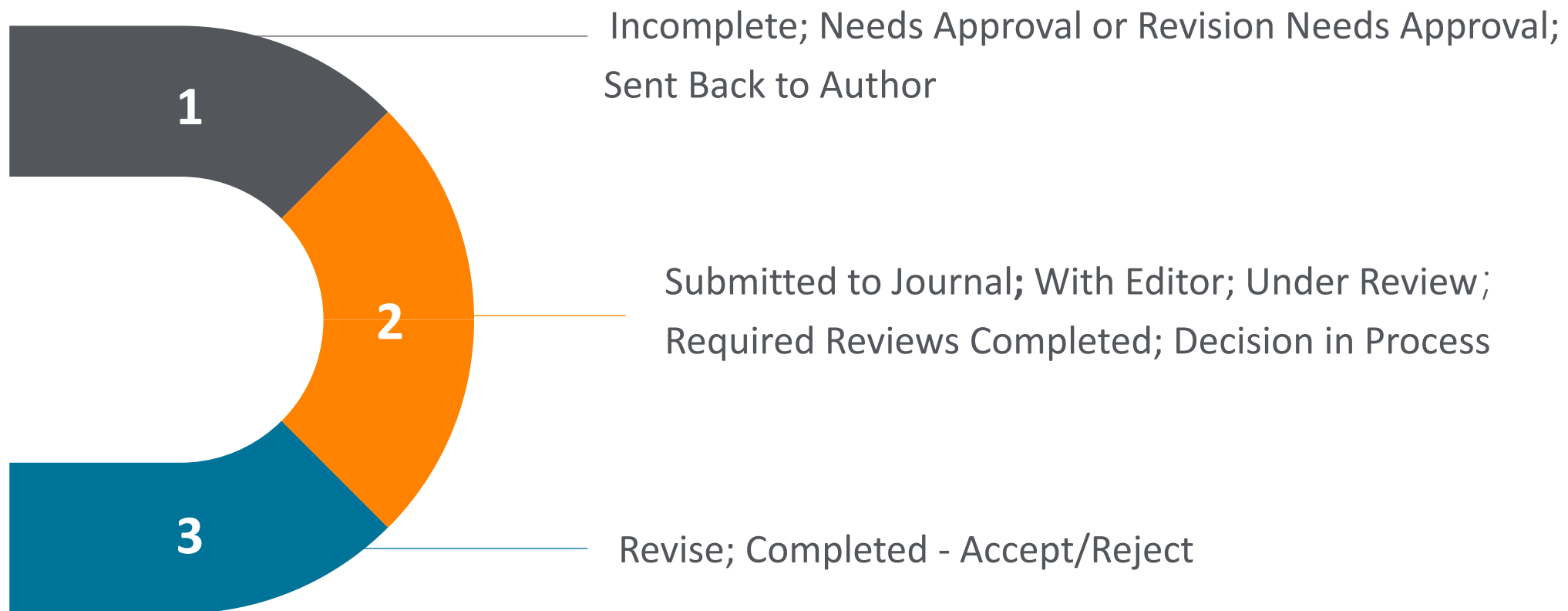
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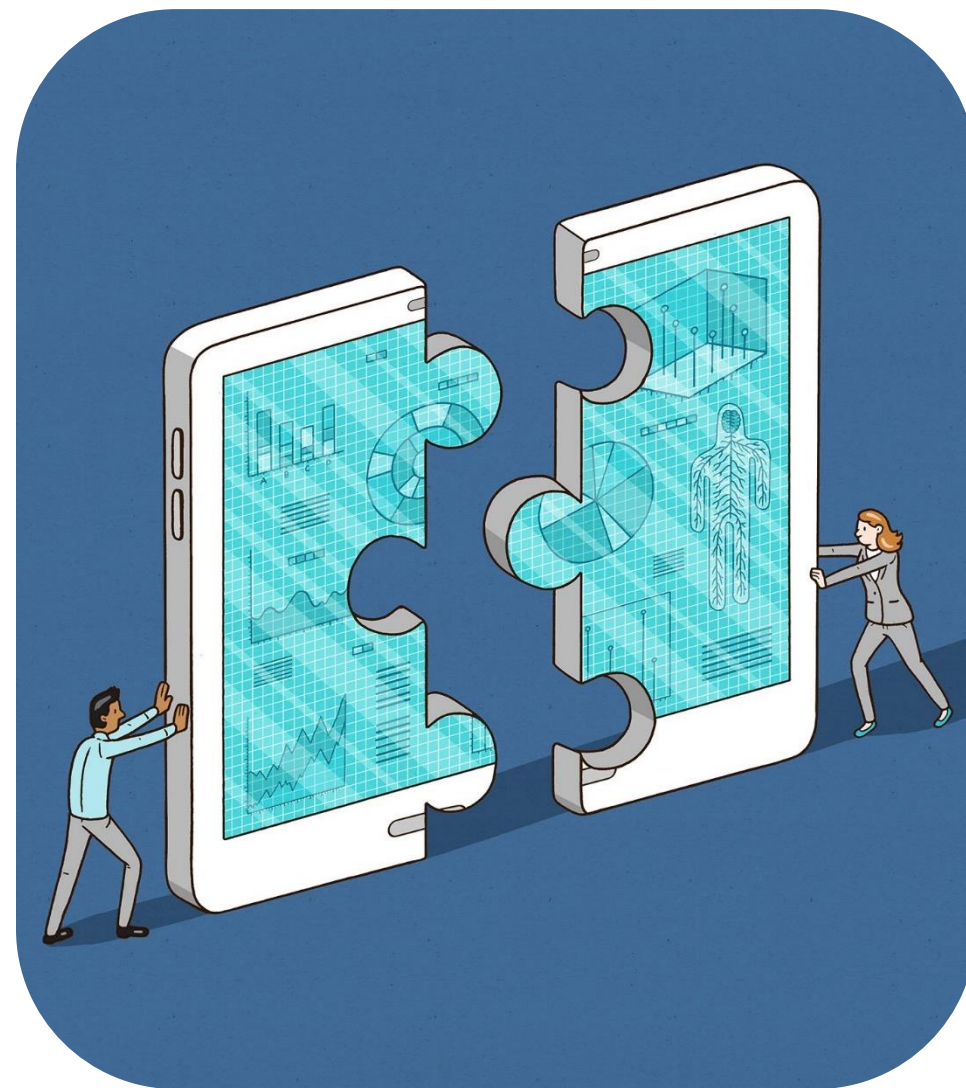


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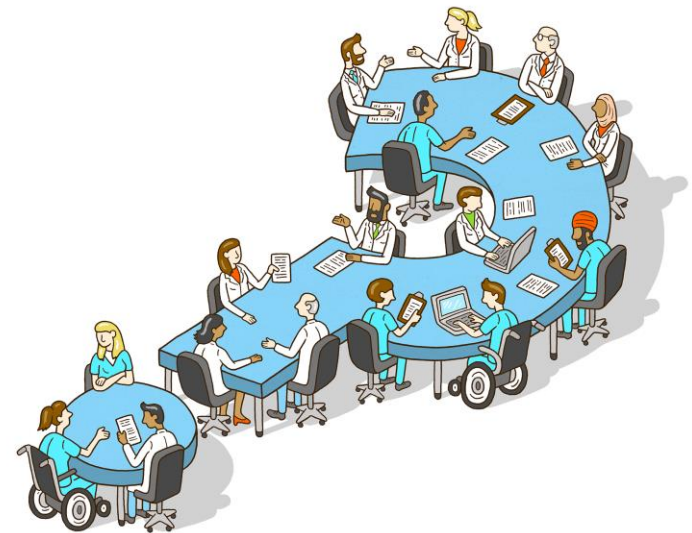
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