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2026			✓	
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2018				

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2026-9-22 Vol. 2026-09-22 Issue OLF Pages 1-14
Authors: Miriam Parkhurst Casas, Oskar Villarreal Larrinaga
DOI: 10.5295/cdg.252496mp

Strategic Chess Thinking as a Model for Business Internationalization: A Conceptual Framework and Application to a Case Study
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Authors: Miriam Parkhurst Casas, Oskar Villarreal Larrinaga
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What makes consumers happy? The role of FoMO, brand-person congruence and emotional marketing in a multi-gender model
2026-7-29 Vol. 26 Issue 2 Pages 139-155
Authors: Orlando Josue Martínez-Arvizu, Mario Alberto Salazar-Altamirano, Araceli Galiano-Coronil et al.
DOI: 10.5295/cdg.252548rr

The role of emotions in the adoption and use of programmatic advertising by organizations
2026-7-29 Vol. 26 Issue 2 Pages 23-37
Authors: Paloma Fuentes-Santos, Eleni Papaoikonomou, Javier Bustos Díaz
DOI: 10.5295/cdg.252444jb

How Financially Literate Is Generation Z? A Cross-Country Study
2026-7-29 Vol. 26 Issue 2 Pages 59-75
Authors: Jorge Luis Lopez-Lapo, Esther Del Brio
DOI: 10.5295/cdg.252432jl

Impact of brand authenticity, trust in companies, and organizational cynicism perceived by customers on attitudinal and behavioral loyalty in SMEs
2026-7-29 Vol. 26 Issue 2 Pages 7-22
Authors: Pilar Pulido-Ramírez, Carlos Almanza-Junco, Mauricio Castillo-Vergara
DOI: 10.5295/cdg.252455pp

Risk Management in Family Franchises: Analysis of the behaviour differences between founding and heir leaders
2026-7-29 Vol. 26 Issue 2 Pages 39-57
Authors: María Fernández Muiños, Luis Vázquez Suárez, Ilir Hajdini
DOI: 10.5295/cdg.252463mf

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2026-7-29 Vol. 26 Issue 2 Pages 93-108
Authors: Paula Villalba-Ríos, Julio Vecino-Gravel, Carmen Barroso-Castro et al.
DOI: 10.5295/cdg.252433cb

The Impact of ESG Practices on ROA, Financial Leverage, and ROE. A Comparative Analysis of the United States, the European Union, China, and Japan
2026-7-29 Vol. 26 Issue 2 Pages 77-92
Authors: Gracia Rubio Martín, Francisco José González Sánchez, Raquel Pérez Estébanez
DOI: 10.5295/cdg.252453fj

Mediterranean Diet and Happiness in Generation Z: Implications for Well-Being Management
2026-7-29 Vol. 26 Issue 2 Pages 125-137
Authors: Jose L. Ruiz-Alba, Guillermo Bermúdez-González, Pablo J. López-Tenorio et al.
DOI: 10.5295/cdg.252534jr