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# European Journal of Management and Business Economics: Volume 30 Issue 1

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[Paulo Rita](#), [Ricardo Filipe Ramos](#), [Sérgio Moro](#), [Marta Mealha](#), [Lucian Radu](#)

This study aims to understand if an online dating app is considered an acceptable channel to conduct advertising activities and understand the differences between...

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[Olavo Pinto](#), [Amélia Brandão](#)

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[Nils Teschner](#), [Herbert Paul](#)

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[Isabel María Parra Oller](#), [Salvador Cruz Rambaud](#), [María del Carmen Valls Martínez](#)

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[Oyebola Fatima Etudaiye-Muhtar](#), [Zayyad Abdul-Baki](#)

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[Svetlana Bialkova](#), [Stephanie Te Paske](#)

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