
Editorial Note

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In Volume 15, Issue 2 (pp. 119–125) of the *Journal of Database Marketing & Customer Strategy Management*, we published a paper entitled: ‘An empirical analysis of factors influencing customer responsiveness to mobile advertising’ by Monika Mital. Since the issue was published in print we have had to withdraw this paper for copyright reasons.

The paper has therefore been withdrawn from online publication, and all third-party websites which host the article as a result of licensing arrangements have also been asked to remove the article from their databases. We apologise for any inconvenience.