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## Article

# Strategic management of the Malaga brand through open innovation: Tourists and residents' perception

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### Erratum

## Erratum to “Strategic management of the Malaga brand through open innovation: Tourists and residents’ perception” [J. Open Innov.: Technol. Mark. Complex. 8(1) (2022) 28]

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The publisher regrets that the “Consent/Human/Animal Statement” was missed. Below is the statement:

#### Consent/Human/Animal Statement

Gorka Zamarreño Aramendia, on behalf of all the authors of the article “Strategic Management of the Malaga Brand through Open Innovation: Tourists and Residents’ Perception,” which has been published in volume 8/1 of the Journal of Open Innovation: Technology, Market, and Complexity, reports the following:

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**Ethical Statement:** All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

The publisher would like to apologise for any inconvenience caused.



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