



Litteraturlista

för kurs på avancerad nivå

Digital marknadsföring och e-handel

Digital Marketing and E-commerce

7.5 Högskolepoäng

7.5 ECTS credits

Kurskod: FE4329
Gäller från: HT 2023
Fastställt: 2023-10-11

Litteratur

Required reading

Lamberton, C. and Stephen, A.T., (2016), "A Thematic Exploration of Digital, Social Media, and Mobile Marketing Research's Evolution from 2000 to 2015 and an Agenda for Future Research," *Journal of Marketing*, 80(6): 146-72.

Integrated marketing communications: *Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. Journal of Marketing, 80(6), 122-145.*

Inbound marketing: Opreana, A., & Vinerean, S. (2015). A new development in online marketing: Introducing digital inbound marketing. *Expert Journal of Marketing*, 3(1).

SEO, Search: Kritzinger, W.T. and Weideman, M. (2013), "Search Engine Optimization and Pay-per-Click Marketing Strategies", *Journal of Organizational Computing and Electronic Commerce*, Vol. 23 No. 3, pp. 273–286.

Goldfarb, A. (2014). What is different about online advertising? *Review of Industrial Organization*, 44(2), 115-129.

Cascio Rizzo, GL, Berger, JA, and Villarroel Ordenes, F. (2023), "What Drives Virtual Influencer's Impact?", Available at SSRN: <https://ssrn.com/abstract=4329150>

Duffy, B. E. and Meisner, C. (2023), "Platform governance at the margins: Social media creators' experiences with algorithmic (in)visibility," *Media, Culture & Society*, 45(2), 285–304, DOI: 10.1177/01634437221111923

O'Meara, V. (2019), "Weapons of the Chic: Instagram Influencer Engagement Pods as Practices of Resistance to Instagram Platform Labor," *Social Media + Society*, 5(4), DOI: 10.1177/2056305119879671

Van Dijck, J. (2021), "Seeing the forest for the trees: Visualizing platformization and its governance," *New Media & Society*, 23(9), 2801–2819, DOI: 10.1177/1461444820940293

Zhang, X., Williams, A., & Polychronakis, Y. E. (2012). A comparison of e-business models from a value chain perspective. *EuroMed Journal of Business*, 7(1), 83-101.

<https://blog.hubspot.com/marketing/business-model>

Colla, E., & Lapoule, P. (2012). E-commerce: exploring the critical success factors. *International Journal of Retail & Distribution Management*, 40(11), 842-864.

Bharadwaj, A., El Sawy, O., Pavlou, P., & Venkatraman, N. (2013). Digital business strategy: toward a next generation of insights. *MIS Quarterly*, 37(2).

Day, George S. "Closing the marketing capabilities gap." *Journal of marketing* 75.4 (2011): 183-195.

Edelman, D. C., & Singer, M. (2015). Competing on Customer Journeys. *Harvard Business Review*, November 2015.

Supplementary reading

Kannan, P. K. (2017), "Digital marketing: A framework, review and research agenda." *International Journal of Research in Marketing*, 34(1): 22-45.

Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164-175.

Targeting millennials: Taken Smith, K. (2012). Longitudinal study of digital marketing strategies targeting Millennials. *Journal of Consumer Marketing*, 29(2), 86-92.

Viral marketing: Woerndl, M., Papagiannidis, S., Bourlakis, M., & Li, F. (2008). Internet-induced marketing techniques: Critical factors in viral marketing campaigns.

Duffy, D. L. (2005). Affiliate marketing and its impact on e-commerce. *Journal of Consumer Marketing*, 22(3), 161-163.

Geo-marketing: Fong, N. M., Fang, Z., & Luo, X. (2015). Geo-conquesting: Competitive locational targeting of mobile promotions. *Journal of Marketing Research*, 52(5), 726-735.

Re-targeting: What shoppers really want from personalized marketing, McKinsey Quarterly.

Abidin, C. (2016), "Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram," *Media International Australia*, 161(1), 86-100, DOI: 10.1177/1329878X16665177

Cascio Rizzo, GL, Berger, JA, De Angelis, M., and Rumen Pozharliev, R. (2023), "How Sensory Language Shapes Influencer's Impact," *Journal of Consumer Research*, DOI:10.1093/jcr/ucad017

Cotter, K. (2019), "Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram," *New Media & Society*, 21(4), 895-913, DOI: 10.1177/1461444818815684

Duffy, B. E., Pinch, A., Sannon, S., and Sawey, M. (2021), "The Nested Precarities of Creative Labor on

Social Media,” *Social Media + Society*, 7(2), DOI: 10.1177/20563051211021368

Nieborg, D. B. and Poell, T. (2018), “The platformization of cultural production: Theorizing the contingent cultural commodity,” *New Media & Society*, 20(11), 4275–4292, DOI: 10.1177/1461444818769694

Elberse, Anita. "Should you invest in the long tail?." *Harvard business review* 86.7/8 (2008): 88.

Omnichannel: Verhoef, P, Kannan P. K., & Inman, J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91(2), p. 174-181.

Hirt, M., & Willmott, P. (2014). Strategic principles for competing in the digital age. *McKinsey Quarterly*, 5(1).

Grenha Teixeira, J., Patrício, L., Huang, K. H., Fisk, R. P., Nóbrega, L., & Constantine, L. (2017). The MINDS method: Integrating management and interaction design perspectives for service design. *Journal of Service Research*, 20(3), 240-258.

Customer experience: Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80 (6), pp: 69-96.

Augmented reality: Scholz, J., & Smith, A. N. (2016). Augmented reality: Designing immersive experiences that maximize consumer engagement*. *Business Horizons**, 59(2), 149-161.