



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 2024
Fastställt: 2024-10-23

Litteratur

LITERATURE LIST FE4329/PR4522 HT2024

LECTURES

Lecture 1 – Introduction** **

**Lecture 2 – Digital marketing campaigns **

Mandatory readings

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

Erdmann, A., Arilla, R., & Ponzoa, J. M. (2022). Search engine optimization: The long-term strategy of keyword choice. *Journal of Business Research*. 144, 650–662.

Lee, H., & Cho, C.-H. (2020) Digital advertising: present and future prospects, *International Journal of Advertising*, 39(3), 332–341.

Deep dive readings

Mager, A., Norocel, O. C., & Rogers, R. (2023). Advancing search engine studies: The evolution of Google critique and intervention. *Big Data & Society*, 10(2).

Rogers, R. (2023). Algorithmic probing: Prompting offensive Google results and their moderation. *Big Data & Society*, 10(1).

Lecture 3 (Guest lecture) - Data & Analytics, Insights, Channels & Creative

Deep dive readings

Cui, T. H., Ghose, A., Halaburda, H., Iyengar, R., Pauwels, K., Sriram, S., Tucker, C., & Venkataraman, S. (2021). Informational Challenges in Omnichannel Marketing: Remedies and Future Research.* *Journal of Marketing**, 85(1), 103–120.

Wedel, M., & Kannan, P. K. (2016). Marketing Analytics for Data-Rich Environments. *Journal of Marketing*, 80(6), 97–121.

Lecture 4 – Platforms, Platformization & Influencer Marketing

Mandatory readings

Belanche, D. Casalo, L. V., & Flavián, M. (2024). Human versus virtual influences, a comparative study.* *Journal of Business Research**, 173.

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

Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. (2021). David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers. *Journal of Advertising*, 50(5), 584–602.

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

Deep dive readings

Beichert, M., Bayerl, A., Goldenberg, J., & Lanz, A. (2024). Revenue Generation Through Influencer Marketing. *Journal of Marketing*, 88(4), 40–63.

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

Cascio Rizzo, G. L., Villarroel Ordenes, F., Pozharliev, R., De Angelis, M., & Costabile, M. (2024). How High-Arousal Language Shapes Micro- Versus Macro-Influencers' Impact. *Journal of Marketing*, 88(4), 107–128.

Cascio Rizzo, GL, Berger, JA, De Angelis, M., & Rumen Pozharliev, R. (2023). How Sensory Language Shapes Influencer's Impact, *Journal of Consumer Research*.

Fowler, K., & Thomas, V. L. (2023). Influencer marketing: a scoping review and a look ahead. *Journal of Marketing Management*, 39(11–12), 933–964.

Lecture 5 - E-commerce & Strategy 1

Mandatory readings

Ratchford, B., Gauri, D.K., Jindal, R.P. & Namin, A. (2023). Innovations in retail delivery: Current trends and future directions. *Journal of Retailing*, 99(4), 547–562.

Weking, J., Hein, A., Böhm, M. & Krcmar, H., (2020). A hierarchical taxonomy of business model

patterns. *Electronic Markets*, 30, 447–468.

Deep dive readings

Grewal, D., Benoit, S., Noble, S.M., Guha, A., Ahlbom, C.P. & Nordfält, J., 2023. Leveraging in-store technology and AI: Increasing customer and employee efficiency and enhancing their experiences. *Journal of Retailing*, 99, 487–504.

Mansurali, A., Stephen, G., Kasilingam, D., & Inbaraj Jublee, D. (2024). Omnichannel marketing: a systematic review and research agenda. *The International Review of Retail, Distribution and Consumer Research*, 1–30.

Lecture 6 - E-commerce & Strategy 2

Mandatory readings

Vial, G. (2021). Understanding digital transformation: A review and a research agenda. *Managing digital transformation*, 13–66.

Warner, K.S. & Wäger, M. (2019). Building dynamic capabilities for digital transformation: An ongoing process of strategic renewal. *Long range planning*, 52(3), 326–349.

Deep dive readings

Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889–901.

Lecture 7 – Customer experience/journey

Deep dive readings

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

Mele, C., Di Bernardo, I., Ranieri, A., & Russo Spena, T. (2024). Phygital customer journey: a practice-based approach. *Qualitative Market Research*. 27(3), 388–412.

Siebert, A., Gopaldas, A., Lindridge, A., & Simões, C. (2020). Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals.* *Journal of Marketing**, 84(4), 45–66.

**Lecture 8 – AI **

Mandatory readings

Grewal, D., Guha, A., & Becker, M. (2024). AI is Changing the World: For Better or for Worse? *Journal of Macromarketing*.

Kshetri, N., Dwivedi, Y. K., Davenport, T. H., & Panteli, N. (2024). Generative artificial intelligence in marketing: Applications, opportunities, challenges, and research agenda. *International Journal of Information Management*, 75.

<https://medium.com/@sudarkodimuthiah22/ai-essentials-a-beginners-guide-to-machine-learning-deep-learning-neural-networks-and-407e31511242>

Deep dive readings

Kunz, W.H., & Wirtz, J. (2024), Corporate digital responsibility (CDR) in the age of AI: implications for interactive marketing. *Journal of Research in Interactive Marketing*, 18(1), 31–37.

Peltier, J.W., Dahl, A.J., & Schibrowsky, J.A. (2024). Artificial intelligence in interactive marketing: a conceptual framework and research agenda, *Journal of Research in Interactive Marketing*, 18(1), 54–90.

SEMINARS

Seminar 1 - Social listening 1

Mandatory readings

Caliandro, A., & Gandini, A. (2017). *Qualitative Research in Digital Environments*. Section 2

Schöps, J. D., & Jaufenthaler, P. (2024). Semantic Network Analysis in Consumer and Marketing Research: Application Areas in Phygital Contexts. *Qualitative Market Research*, 27(3), 495–514.

Stewart, MC, & Arnold, CL (2018). Defining Social Listening: Recognizing an Emerging Dimension of Listening. *International Journal of Listening*, 32(2), 85–100.

Seminar 2 - Social listening 2

Mandatory readings

Caliandro, A., Anselmi, G., & Arvidsson, A. (2024). Mapping users' participation in brand publics: toward a typology of styles of digital consumption. *Mediascapes Journal*, 23(1), 163–183.

Manovich, L. (2016). *Instagram and Contemporary Image*, Chapter: “Three Photo Types: Casual, Professional, and Designed”, p. 42.