



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 2025
Fastställt: 2025-10-20

Litteratur

LITERATURE LIST FE4329/PR4522 HT2025

LECTURES

Lecture 1 – Introduction** **

Lecture 2 – SEO & GEO

Mandatory readings

Aggarwal, P., Murahari, V., Rajpurohit, T., Kalyan, A., Narasimhan, K., & Deshpande, A. (2024). Geo: Generative engine optimization. *Proceedings of the 30th ACM SIGKDD Conference on Knowledge Discovery and Data Mining*, 5-16.

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.

Hermann, E., & Puntoni, S. (2025). Generative AI in marketing and principles for ethical design and deployment. *Journal of Public Policy & Marketing*, 44(3), 332-349.

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

Lecture 3 – Platformization, Platform Governance & Influencer Marketing

Mandatory readings

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

Mahetaji, K., & Nieborg, D. B. (2025). TikTok's tools: The politics of platform tools for cultural

production. *Continuum*, 1–28.

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.

Lecture 4 (Guest lecture) - Data & Analytics, Insights, Channels & Creative

Optional 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 5 - E-commerce & Strategy

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.

Lecture 6 (Guest lecture) – Customer experience/journey

Optional 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 7 – AI in Digital Marketing 1

Mandatory readings

Hosseini, S., & Seilani, H. (2025). The role of agentic AI in shaping a smart future: A systematic review.

Array. 26.

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>

****Lecture 8 - **AI in Digital Marketing 2**

Mandatory readings

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

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.

SEMINARS

Seminar 1 - Social listening 1

Mandatory readings

Caliandro, A., Gandini, A., Bainotti, L., & Anselmi, G. (2024). *The Platformisation of consumer culture: A digital methods guide*. Amsterdam University Press. Chapter 8 “Ephemeral Content and Ephemeral Consumption on TikTok”.

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, M. C., & Arnold, C. L. (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., Gandini, A., Bainotti, L. & Anselmi, G., (2024). *The Platformisation of consumer culture: A digital methods guide*. Amsterdam University Press. Chapter 8 “Ephemeral Content and Ephemeral Consumption on TikTok”.

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.

Seminar 3 & 4
