

RECOMMENDED READINGS

Seminar

What is meaningful research in marketing? Exploring new frontiers in social media research

Friday 3 May at 10.00 - 13.00 • Fondazione Marco Biagi

Speaker

LORENA BLASCO-ARCAS

ESCP Business School

Part 1: Meaningful Marketing Research

Chandy, R. K., Johar, G. V., Moorman, C., & Roberts, J. H. (2021). Better Marketing for a Better World. *Journal of Marketing*, 85(3), 1–9.

Deighton, J. A., Mela, C. F., & Moorman, C. (2021). Marketing Thinking and Doing. *Journal of Marketing* 85(1), 1-6.

Haenlein, M., Bitner, M. J., Kohli, A. K., Lemon, K. N., & Reibstein, D. J. (2021). Guest Editorial: Responsible Research in Marketing.

Kohli, A. K., & Haenlein, M. (2021). Factors affecting the study of important marketing issues: Implications and recommendations. *International Journal of Research in Marketing*, 38(1), 1-11.

Ostrom, A. L., Field, J. M., Fotheringham, D., Subramony, M., Gustafsson, A., Lemon, K. N., ... & McColl-Kennedy, J. R. (2021). Service Research Priorities: Managing and delivering service in turbulent times. *Journal of Service Research*, 24(3), 329-353.

Part 2: Social Media

Azer, J., Blasco-Arcas, L., & Alexander, M. (2023). Visual Modality of Engagement: Conceptualization, Typology of Forms, and Outcomes. *Journal of Service Research*, 10946705231190867.

Azer, J., Blasco-Arcas, L., & Harrigan, P. (2021). # COVID-19: Forms and drivers of social media users' engagement behavior toward a global crisis. *Journal of Business Research*, 135, 99-111.

Carrington, M. J., & Ozanne, J. L. (2021). Becoming Through Contiguity and Lines of Flight: The Four Faces of Celebrity-Proximate Assemblages. *Journal of Consumer Research*.

Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, 40(3), 327-375.

- Kumar, B., & Sharma, A. (2022). Examining the research on social media in business-to-business marketing with a focus on sales and the selling process. *Industrial Marketing Management*, 102, 122-140.
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of Marketing*, 86(6), 93-115.
- Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 80(6), 146-172.
- Lim, W. M., & Rasul, T. (2022). Customer engagement and social media: Revisiting the past to inform the future. *Journal of Business Research*, 148, 325-342.
- Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, 1-26.
- Miao, F., Kozlenkova, I. V., Wang, H., Xie, T., & Palmatier, R. W. (2022). An emerging theory of avatar marketing. *Journal of Marketing*, 86(1), 67-90.
- Thomas, V. L., & Fowler, K. (2021). Close encounters of the AI kind: Use of AI influencers as Brand endorsers. *Journal of Advertising*, 50(1), 11-25.
- Ye, G., Hudders, L., De Jans, S., & De Veirman, M. (2021). The value of influencer marketing for business: A bibliometric analysis and managerial implications. *Journal of Advertising*, 50(2), 160-178.