

# GRA 6443 Topics in Digital Marketing

[View Online](#)

Bruce, N. I., Murthi, B. P. S., & Rao, R. C. (2017). A Dynamic Model for Digital Advertising: The Effects of Creative Format, Message Content, and Targeting on Engagement. *Journal of Marketing Research (JMR)*, 54, 202–218. <https://doi.org/10.1509/jmr.14.0117>

Edelman Marc, D. C. (2015). Competing on Customer Journeys. *Harvard Business Review*, 93, 88-7.

<http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=110320330&site=ehost-live>

Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T. (n.d.). How Online Product Reviews Affect Retail Sales: A Meta-analysis. *Journal of Retailing*, 90, 217–232.  
<https://search-proquest-com.ezproxy.library.bi.no/docview/1622581249?OpenUrlRefId=info:xri:sid:primo&accountid=142923>

Fulgoni, G. M. (2016). Fraud in Digital Advertising: A Multibillion-Dollar Black Hole: How Marketers Can Minimize Losses Caused by Bogus Web Traffic. *Journal of Advertising Research*, 56(2).  
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=116361698&site=ehost.live>

Goddard, M. (2017). The EU General Data Protection Regulation (GDPR): European Regulation that has a Global Impact. *International Journal of Market Research*, 59(6), 703–705. <https://doi.org/10.2501/IJMR-2017-050>

Hill, S., Provost, F., & Volinsky, C. (2006). Network-Based Marketing: Identifying Likely Adopters via Consumer Networks. *Statistical Science*, 21(2).  
[https://www-jstor-org.ezproxy.library.bi.no/stable/27645754?seq=1#metadata\\_info\\_tab\\_contents](https://www-jstor-org.ezproxy.library.bi.no/stable/27645754?seq=1#metadata_info_tab_contents)

Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding Strategies for Viral Marketing: An Empirical Comparison. *Journal of Marketing*, 75(6).  
[https://www-jstor-org.ezproxy.library.bi.no/stable/41406859?seq=1#metadata\\_info\\_tab\\_contents](https://www-jstor-org.ezproxy.library.bi.no/stable/41406859?seq=1#metadata_info_tab_contents)

Johnson, M. D., & Selnes, F. (2004). Customer Portfolio Management: Toward a Dynamic Theory of Exchange Relationships. *Journal of Marketing*, 68(2).  
[https://www-jstor-org.ezproxy.library.bi.no/stable/30161986?seq=1#metadata\\_info\\_tab\\_contents](https://www-jstor-org.ezproxy.library.bi.no/stable/30161986?seq=1#metadata_info_tab_contents)

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

<https://doi.org/10.1016/j.ijresmar.2016.11.006>

Kannan, P. K., & Wedel, M. (2016). Marketing Analytics for Data-Rich Environments. *Journal of Marketing*, 80(Issue 6, p97-121. 28p. 3 Illustrations, 3 Diagrams), 97-121.  
<https://doi.org/10.1509/jm.15.0413>

Kanuri, V. K., Chen, Y., & Sridhar, S. (2018). Scheduling Content on Social Media: Theory, Evidence, and Application. *Journal of Marketing*, 82(6), 89-108.  
<https://doi.org/10.1177/0022242918805411>

Kim, J., & Forsythe, S. (2008). Sensory enabling technology acceptance model (SE-TAM): A multiple-group structural model comparison. *Psychology and Marketing*, 25(9), 901-922.  
<https://doi.org/10.1002/mar.20245>

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, 146-172. <https://doi.org/10.1509/jm.15.0415>

Liu-Thompkins, Y., & Tam, L. (2013). Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit. *Journal of Marketing*, 77(Issue 5), 21-36. <https://doi.org/10.1509/jm.11.0508>

Müller-Stewens, J., Schlager, T., Häubl, G., & Hermann, A. (2017). Gamified Information Presentation and Consumer Adoption of Product Innovations. *Journal of Marketing*, 81, 8-24. <https://doi.org/10.1509/jm.15.0396>

Perren, R., & Kozinets, R. V. (2018). Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy. *Journal of Marketing*, 82, 20-36.  
<https://doi.org/10.1509/jm.14.0250>

Rigby, D. K., Reichheld, F. F., & Schefter, P. (2002). Avoid the Four Perils of CRM. *Harvard Business Review*, 80(Issue 2, p101-109. 7p. 4 Color Photographs), 101-109.  
<http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=6026539&site=ehost-live>

Rijsdijk, S. A., Hultink, E. J., & Diamantopoulos, A. (2007). Product intelligence: its conceptualization, measurement and impact on consumer satisfaction. *Journal of the Academy of Marketing Science*, 35(3), 340-356.  
<https://doi.org/10.1007/s11747-007-0040-6>

Simonson, I. (2005). Determinants of Customers' Responses to Customized Offers: Conceptual Framework and Research Propositions. *Journal of Marketing*, 69(1).  
[https://www-jstor-org.ezproxy.library.bi.no/stable/30162031?seq=1#metadata\\_info\\_tab\\_contents](https://www-jstor-org.ezproxy.library.bi.no/stable/30162031?seq=1#metadata_info_tab_contents)

Verhoef, P. C., & Lemon, K. N. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80, 69-96. <https://doi.org/10.1509/jm.15.0420>

Watson, J., Ghosh, A. P., & Trusov, M. (2018). Swayed by the Numbers: The Consequences of Displaying Product Review Attributes. *Journal of Marketing*, 82, 109-131.  
<https://doi.org/10.1177/0022242918805468>

White, T. B., Zahay, D. L., Thorbjørnsen, H., & Shavitt, S. (n.d.). Getting too personal: Reactance to highly personalized email solicitations. *Marketing Letters*, 19, 39–50.  
[https://search-proquest-com.ezproxy.library.bi.no/docview/204491633?rfr\\_id=info%3Axri%2Fsid%3Aprimo](https://search-proquest-com.ezproxy.library.bi.no/docview/204491633?rfr_id=info%3Axri%2Fsid%3Aprimo)

Wolters, P. T. J. (2018). The Control By And Rights of the Data Subject Under the GDPR. *Journal of Internet Law*, 22(Issue 1), 1–8.  
<http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=131103593&site=ehost-live>

Yadav, M. S., & Pavlou, P. A. (2014). Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. *Journal of Marketing*, 78(Issue 1), 20–40.  
<https://doi.org/10.1509/jm.12.0020>