

# GRA 6443 Topics in Digital Marketing

[View Online](#)

1.  

Bruce NI, Murthi BPS, Rao RC. A Dynamic Model for Digital Advertising: The Effects of Creative Format, Message Content, and Targeting on Engagement. *Journal of Marketing Research (JMR)* [Internet]. 2017;54:202-218. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=122357738&site=ehost-live>
2.  

Edelman Marc DC. Competing on Customer Journeys. *Harvard Business Review* [Internet]. 2015;93:88-7. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=110320330&site=ehost-live>
3.  

Floyd K, Freling R, Alhoqail S, Cho HY, Freling T. How Online Product Reviews Affect Retail Sales: A Meta-analysis. *Journal of Retailing* [Internet]. 90:217-232. Available from: <https://search-proquest-com.ezproxy.library.bi.no/docview/1622581249?OpenUrlRefId=info:xri/sid:primo&accountid=142923>
4.  

Fulgoni GM. Fraud in Digital Advertising: A Multibillion-Dollar Black Hole: How Marketers Can Minimize Losses Caused by Bogus Web Traffic. *Journal of Advertising Research* [Internet]. 2016;56(2). Available from: <https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=116361698&site=ehost.live>
- 5.

Goddard M. The EU General Data Protection Regulation (GDPR): European Regulation that has a Global Impact. *International Journal of Market Research*. 2017 Nov;59(6):703–705.

6.

Hill S, Provost F, Volinsky C. Network-Based Marketing: Identifying Likely Adopters via Consumer Networks. *Statistical Science* [Internet]. Institute of Mathematical Statistics; 2006;21(2). Available from: [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)

7.

Hinz O, Skiera B, Barrot C, Becker JU. Seeding Strategies for Viral Marketing: An Empirical Comparison. *Journal of Marketing* [Internet]. Sage Publications, Inc.; 2011;75(6). Available from: [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)

8.

Johnson MD, Selnes F. Customer Portfolio Management: Toward a Dynamic Theory of Exchange Relationships. *Journal of Marketing* [Internet]. Sage Publications, Inc.; 2004;68(2). Available from: [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)

9.

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

10.

Kanuri VK, Chen Y, Sridhar S. Scheduling Content on Social Media: Theory, Evidence, and Application. *Journal of Marketing* [Internet]. 2018;82(6):89–108. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=133067397&site=ehost-live>

11.

Kim J, Forsythe S. Sensory enabling technology acceptance model (SE-TAM): A multiple-group structural model comparison. *Psychology and Marketing*. 2008 Sep;25(9):901–922.

12.

Verhoef PC, Lemon KN. Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing* [Internet]. 2016;80:69–96. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=119129834&site=ehost-live>

13.

Lamberton C, Stephen AT. 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* [Internet]. 2016;80:146–172. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=119129831&site=ehost-live>

14.

Liu-Thompkins Y, Tam L. Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit. *Journal of Marketing* [Internet]. 2013;77(Issue 5):21–36. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=89746479&site=ehost-live>

15.

Müller-Stewens J, Schlager T, Häubl G, Hermann A. Gamified Information Presentation and Consumer Adoption of Product Innovations. *Journal of Marketing* [Internet]. 2017;81:8–24. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=122682368&site=ehost-live>

16.

Perren R, Kozinets RV. Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy. *Journal of Marketing* [Internet]. 2018;82:20–36. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=122682368&site=ehost-live>

mp;AN=127019659&site=ehost-live

17.

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

18.

Rijdsdijk SA, Hultink EJ, Diamantopoulos A. Product intelligence: its conceptualization, measurement and impact on consumer satisfaction. Journal of the Academy of Marketing Science. 2007 Jul 26;35(3):340-356.

19.

Simonson I. Determinants of Customers' Responses to Customized Offers: Conceptual Framework and Research Propositions. Journal of Marketing [Internet]. Sage Publications, Inc.; 2005;69(1). Available from: [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)

20.

Watson J, Ghosh AP, Trusov M. Swayed by the Numbers: The Consequences of Displaying Product Review Attributes. Journal of Marketing [Internet]. 2018;82:109-131. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=133067399&site=ehost-live>

21.

Kannan PK, Wedel M. Marketing Analytics for Data-Rich Environments. Journal of Marketing [Internet]. 2016;80(Issue 6, p97-121. 28p. 3 Illustrations, 3 Diagrams):97-121. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=119129829&site=ehost-live>

22.

White TB, Zahay DL, Thorbjørnsen H, Shavitt S. Getting too personal: Reactance to highly personalized email solicitations. *Marketing Letters* [Internet]. 19:39–50. Available from: [https://search-proquest-com.ezproxy.library.bi.no/docview/204491633?rfr\\_id=info%3Axri%2Fsid%3Aprim0](https://search-proquest-com.ezproxy.library.bi.no/docview/204491633?rfr_id=info%3Axri%2Fsid%3Aprim0)

23.

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

24.

Yadav MS, Pavlou PA. Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. *Journal of Marketing* [Internet]. 2014;78(Issue 1):20–40. Available from: <http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&mp;AN=93641514&site=ehost-live>