

# GRA 6443 Topics in Digital Marketing

[View Online](#)

- 
1. Bruce, N. I., Murthi, B. P. S. & Rao, R. C. 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 (2017).
  2. Edelman Marc, D. C. Competing on Customer Journeys. *Harvard Business Review* **93**, 88–7 (2015).
  3. Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y. & Freling, T. How Online Product Reviews Affect Retail Sales: A Meta-analysis. *Journal of Retailing* **90**, 217–232.
  4. Fulgoni, G. M. Fraud in Digital Advertising: A Multibillion-Dollar Black Hole: How Marketers Can Minimize Losses Caused by Bogus Web Traffic. *Journal of Advertising Research* **56**, (2016).
  5. Goddard, M. The EU General Data Protection Regulation (GDPR): European Regulation that has a Global Impact. *International Journal of Market Research* **59**, 703–705 (2017).
  - 6.

Hill, S., Provost, F. & Volinsky, C. Network-Based Marketing: Identifying Likely Adopters via Consumer Networks. *Statistical Science* **21**, (2006).

7.

Hinz, O., Skiera, B., Barrot, C. & Becker, J. U. Seeding Strategies for Viral Marketing: An Empirical Comparison. *Journal of Marketing* **75**, (2011).

8.

Johnson, M. D. & Selnes, F. Customer Portfolio Management: Toward a Dynamic Theory of Exchange Relationships. *Journal of Marketing* **68**, (2004).

9.

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

10.

Kanuri, V. K., Chen, Y. & Sridhar, S. Scheduling Content on Social Media: Theory, Evidence, and Application. *Journal of Marketing* **82**, 89–108 (2018).

11.

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

12.

Verhoef, P. C. & Lemon, K. N. Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing* **80**, 69–96 (2016).

13.

Lamberton, C. & Stephen, A. T. 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 (2016).

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* **77**, 21–36 (2013).

15.

Müller-Stewens, J., Schlager, T., Häubl, G. & Hermann, A. Gamified Information Presentation and Consumer Adoption of Product Innovations. *Journal of Marketing* **81**, 8–24 (2017).

16.

Perren, R. & Kozinets, R. V. Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy. *Journal of Marketing* **82**, 20–36 (2018).

17.

Rigby, D. K., Reichheld, F. F. & Schefter, P. Avoid the Four Perils of CRM. *Harvard Business Review* **80**, 101–109 (2002).

18.

Rijssdijk, S. A., Hultink, E. J. & Diamantopoulos, A. Product intelligence: its conceptualization, measurement and impact on consumer satisfaction. *Journal of the Academy of Marketing Science* **35**, 340–356 (2007).

19.

Simonson, I. Determinants of Customers' Responses to Customized Offers: Conceptual Framework and Research Propositions. *Journal of Marketing* **69**, (2005).

20.

Watson, J., Ghosh, A. P. & Trusov, M. Swayed by the Numbers: The Consequences of

Displaying Product Review Attributes. *Journal of Marketing* **82**, 109–131 (2018).

21.

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

22.

White, T. B., Zahay, D. L., Thorbjørnsen, H. & Shavitt, S. Getting too personal: Reactance to highly personalized email solicitations. *Marketing Letters* **19**, 39–50.

23.

Wolters, P. T. J. The Control By And Rights of the Data Subject Under the GDPR. *Journal of Internet Law* **22**, 1–8 (2018).

24.

Yadav, M. S. & Pavlou, P. A. Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. *Journal of Marketing* **78**, 20–40 (2014).