ANEXOS

Artigos da Amostra

Título	DOI
The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand	10.1016/j.ijresmar.2017.08.002
Online Shopping and Social Media: Friends or Foes?	10.1509/jm.14.0344
Marketing research on product-harm crises: a review, managerial implications, and an agenda for future research	10.1007/s11747-017-0558-1
Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition	10.1509/jm.15.0178
Not all digital word of mouth is created equal: Understanding the respective impact of consumer reviews and microblogs on new product success	10.1016/j.ijresmar.2016.09.003
The impact of contextual television ads on online conversions: An application in the insurance industry	10.1016/j.ijresmar.2016.10.002
Opinion leadership in small groups	10.1016/j.ijresmar.2016.11.004
Modeling the role of message content and influencers in social media rebroadcasting	10.1016/j.ijresmar.2016.07.003
Synergistic effects of social media and traditional marketing on brand sales: capturing the time-varying effects	10.1007/s11747-016-0484-7
The Mind-Set to Share: An Exploration of Antecedents of Narrowcasting Versus Broadcasting in Digital Advertising	10.1080/00913367.2017.1392912
Developing a scale for the perceived social benefits of sharing	10.1108/JCM-03-2017-2124
Style before substance? Building loyalty through marketing communication congruity	10.1108/EJM-06-2015-0314
The influence of brand schematicity on the importance of product cues: self-purchasing versus gift-giving situations	10.1108/JCM-07-2016-1869
Integrated marketing communication - from an instrumental to a customer-centric perspective	10.1108/EJM-08-2015-0591
IMC antecedents and the consequences of planned brand identity in higher education	10.1108/EJM-08-2015-0527
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Relationships between social Web, IMC and overall brand equity An empirical examination from the cross-cultural perspective	10.1108/EJM-08-2015-0613
IMC, social media and UK fashion micro-organisations	10.1108/EJM-08-2015-0599
Internet purchase decision: an analysis from time of social media use and interactive with brand	10.5585/remark.v16i1.3353

Adolescent consumption: building the identity of brazilian young women	10.5585/remark.v16i1.3215
Performance in social network and revenue: moderating effect of seasonality on small retailer	10.5585/remark.v16i1.3297
An Investigation of Brand-Related User-Generated Content on Twitter	10.1080/00913367.2017.1297273
The relative influence of advertising and word-of-mouth on viewing new season television programmes	10.1108/EJM-11-2015-0787
How word-of-mouth transmission encouragement affects consumers' transmission decisions, receiver selection, and diffusion speed	10.1016/j.iresmar.2016.08.003
Contagious content: viral video ads identification of content characteristics that help online video advertisements go viral	10.5585/remark.v15i4.3385
The (non) influence of the transgerational factor in the choice of baby products	10.5585/remark.v15i4.3408
Understanding Customer Experience Throughout the Customer Journey	10.1509/jm.15.0420
Integrating Marketing Communications: New Findings, New Lessons, and New Ideas	10.1509/jm.15.0419
A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry	10.1509/jm.15.0415
The path to purchase and attribution modeling: Introduction to special section	10.1016/j.ijresmar.2016.07.001
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Organization's brand performance in social networking: effects of dynamics and synergies coming from the integrated marketing communications	10.5585/remark.v15i2.2995
Digital analytics tools and their predictive power on performance: an analysis of the brazilian auto market	10.5585/remark.v15i2.3216
Does relationship marketing matter in online retailing? A meta-analytic approach	10.1007/s11747-015-0429-6
The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors	10.1016/j.ijresmar.2015.06.004
Brickbats and bouquets for marketing	10.1108/EJM-09-2016-0530

Young consumer-brand relationship building potential using digital marketing	10.1108/EJM-07-2015-0430
Young consumers' brand communications literacy in a social networking site context	10.1108/EJM-06-2015-0395
The selfie phenomenon - consumer identities in the social media marketplace	10.1108/EJM-06-2016-0363
Understanding the selfie phenomenon: current insights and future research directions	10.1108/EJM-07-2015-0484
Classifying the narrated #selfie: genre typing human-branding activity	10.1108/EJM-07-2015-0509
Beauty blogger selfies as authenticating practices	10.1108/EJM-07-2015-0510
Conceptualizing the Evolution and Future of Advertising	10.1080/00913367.2016.1199335
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Consumers' pre-launch awareness and preference on movie sales	10.1108/EJM-06-2015-0324
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Decoding social media speak: developing a speech act theory research agenda	10.1108/JCM-04-2015-1405
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From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior	10.1509/jm.14.0249
How consumer-generated images shape important consumption outcomes in the food domain	10.1108/JCM-02-2015-1337
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A Meta-Analysis of Electronic Word-of-Mouth Elasticity	10.1509/jm.14.0169
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The effects of second screen use on sponsor brand awareness: a dual coding theory perspective	10.1108/JCM-02-2014-0861
Reexamining Health Messages in the Digital Age: A Fresh Look at Source Credibility Effects	10.1080/00913367.2015.1018461

Show me the money Improving our understanding of how organizations generate return from technology-led marketing change	10.1108/EJM-08-2013-0411
The Informational Value of Social Tagging Networks	10.1509/jm.12.0151
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Snowball to avalanche Understanding the different predictors of the intention to propagate online marketing messages	10.1108/EJM-05-2012-0329
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Not All Fun and Games: Viral Marketing for Utilitarian Products	10.1509/jm.11.0528
Marketing in Computer-Mediated Environments: Research Synthesis and New Directions	10.1509/jm.12.0020
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Charts and demand: Empirical generalizations on social influence	10.1016/j.ijresmar.2013.08.001
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Competitive information, trust, brand consideration and sales: Two field experiments	10.1016/j.ijresmar.2012.07.002
Consumer-Generated Ads: Does Awareness of Advertising Co-Creation Help or Hurt Persuasion?	10.1509/jm.11.0403
When Companies Don't Make the Ad: A Multimethod Inquiry Into the Differential Effectiveness of Consumer-Generated Advertising	10.1080/00913367.2013.795120
Trash talk rebuffed: consumers' defense of companies criticized in online communities	10.1108/EJM-04-2011-0191
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Implications of online social activities for e-tailers' business performance	10.1108/03090561311324282
Electronic word of mouth The effects of incentives on e-referrals by senders and receivers	10.1108/03090561311324192
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DETERMINANTS OF OPENING-FORWARDING E-MAIL MESSAGES	10.2753/JOA0091-3367410207
The heterogeneous effect of WOM on product sales: why the effect of WOM valence is mixed?	10.1108/03090561211259961
Cross-national differences in e-WOM influence	10.1108/03090561211260040
Revitalising brands through communication messages: the role of brand familiarity	10.1108/03090561211189220
Seeding Strategies for Viral Marketing: An Empirical Comparison	10.1509/jm.10.0088
Understanding consumer conversations around ads in a web 2.0 world	10.2753/JOA0091-3367400106
The role of institutional and reputational factors in the voluntary adoption of corporate social responsibility reporting standards	10.1007/s11747-010-0214-5
Making your online voice loud: the critical role of WOM information	10.1108/03090561111137714
Estimating aggregate consumer preferences from online product reviews	10.1016/j.ijresmar.2010.09.001
In stories we trust: How narrative apologies provide cover for competitive vulnerability after integrity-violating blog posts	10.1016/j.ijresmar.2009.12.010
Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities	10.1509/jmkg.74.2.71