

DIGITAL MARKETING INNOVATION IN MANAGERIAL PRACTICES: A SYSTEMATIC LITERATURE REVIEW

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Abstract

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Conventional literature reviews, as well as more developed systematic reviews, have been a central focus in evaluating any field's epistemological progress. Nonetheless, research evaluating the types and characteristics of systematic literature review (SLR) journal articles produced in the digital marketing literature is limited. This study examines how digital marketing academicians have empirically validated reviews by using the reporting process for systematic items for meta-data analyses and systematic reviews. It also concentrates on reviewing literature in digital marketing subjects that were published in the Scopus database originally appeared from 2011 to 2021 and offers new perspectives and areas for further research. Data for the study was gathered from Scopus databases also chooses appropriately 923 articles and performs metadata evaluation. The study delineates research on important digital marketing papers with the main identification and overview of that papers. This study identifies influential authors, top journals, top contributing countries, top contributing institutions, and contributions by disciplines. This study presents a comprehensive but straightforward conceptual model of digital marketing. The study's findings and suggestions for future research open up a new path of inquiry and contribution to this field.

Keywords: Systematic Review, Prisma, Digital Marketing

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1. INTRODUCTION

“Digital marketing” is a wide marketing term that leads to the promotion of products/services via the internet and online or digital technology. It also displays advertising, mobile telephones, or other electronic platform. Digital marketing is the advertising of a brand and product through many forms of electronic media. It is different from conventional marketing which involves the usage of methods that let an organization analyze marketing campaigns more rapidly and grasp which campaign works and what is not (Yamin, 2017).

Digital marketers typically look at factors like how frequently and how prolonged material is watched, sales conversion, and what material is effective and ineffective. Although the internet is the most extensively utilized digital marketing channel, additional options adding text messaging which is wireless, electronic billboards, mobile apps, podcasts, digital radio and television channels, mobile online instant chatting, and more. All over the digital marketing idea encompasses all digital and online platforms and the newest technologies used in the interaction, usage, implementation, and management of marketing strategies and plotting in

order to improve customer satisfaction and meet corporate objectives (Pai & Arnott, 2013).

Despite the fact that the term “digital marketing” is comparatively new, it really has a significant impact on every aspect. Businesses are looking for a definitive approach to starting and integrating digital marketing is one of the most significant elements in the promotional mix. But they lack understanding and implementation. Facebook, Google+ also other social networking platforms successfully influenced the thoughts and perceptions of prospective clients today. Internet marketing has been occurring using a broad client network that could be assessed, as well as reliable data and genuine user feedback.

Generally, online and digital marketing is the use of technological advancements in marketing skills to increase consumer insights by addressing their wants and desires (Chaffey, 2016). Efficacy in e-recruitment is greatly influenced by the use of digital marketing. Implementing an integrated digital marketing and communication strategy with successful HR e-recruitment, for example, has practical implications for HR departments and marketing managers (Afroze & Shafi, 2021).

Starting Yahoo in the internet field in 1994, many businesses have been careful to maximize their online and internet visibility. Yahoo and Google ruled the search enhancement business in 2001. The growth of search engine optimization for prominent corporations such as Google surged dramatically in 2006. In the developed world many companies have acknowledged the relevance of digital marketing. Since the expansion and use of smartphones and internet connectivity in 2010. It is observed that to conduct a profitable business or manage clients effectively, both online and conventional approaches are required (Hanna, Rohm, & Crittenden, 2011).

The following is how this paper is organized. The paper begins with a comprehensive explanation of digital marketing. Section 2 reviews the relevant literature on digital marketing. Section 3 depicts the research methodology that has been used to conduct the metadata analysis. Section 4 includes all the results and a discussion of metadata analysis and overview. Lastly, Section 5 delineates the conclusion, future research directions, and limitations of this study

2. LITERATURE REVIEW

The practice of using digital technology to market/promote and sell products, services, businesses, and brands is known as “digital marketing”. The impact of digital marketing has expanded as consumers and organizations rely more on digital communications. Digital marketing tools, on the other side, have extra features that set them apart from traditional marketing communication tools (Lumen Learning, 2019). It stands out for its interactive communication, mobile and portable character, highly measurable and data-driven nature, shareability, and synergy with other marketing initiatives. Almost every company that wants to do business in today’s world needs to have some degree of digital marketing presence. On a worldwide scale, a website is essentially an organization’s digital address and calling card (Yamin, 2017).

Web searches are used by people of all ages all over the world to find information that influences their shopping decisions. To ensure that their websites are found when people search for them, marketers from all over the world must generate meaningful web content and engage in search engine optimization (SEO), social media, email marketing, customer reach, and content marketing techniques. The increased usage of social media platforms like Facebook, Twitter, and YouTube, as well as other applications, has benefited business managers in promoting various services and products to clients. Thanks to the emergence of multiple digital channels, customers may now obtain worldwide information from a single spot. Digital marketing encompasses promotional activities and tactics that allow clients to take advantage of a wide range of services and companies that operate locally or globally (Hasanat, Hoque, Anwar, Akter, & Hamid, 2020). Herhausen, Miočević, Morgan, and Kleijnen (2020) did a study to determine several types of digital marketing capabilities in industrial companies. They find four areas as a result of their research: channels, platforms, social networking sites, digital interactions, and digital technologies. The capabilities of the Internet can change to meet new requirements in digital marketing. To give only a few examples, consider products with customer-shared designs, prices with increased transparency, and geographies with the discovery of modern ways to reach customers and improve advertising (Amelda, Alamsjah, & Elidjen, 2021).

Many facets of life have changed as a result of technological growth. Print and electronic media have traditionally been the principal communication platforms for information transfer. However, in recent years, a new phenomenon has evolved among entrepreneurs: digital media marketing (Omar, Zan, Hassan, & Ibrahim, 2020). For succeeding in businesses, online advertising is an essential marketing tactic for developing brands and acquiring visitors. For reviewing outcomes and measuring accomplishments for the promotional budgeting, digital marketing is shown as a cost-effective one. In Singapore, it has been demonstrated that digital marketing strategies are more beneficial and efficient for meeting its goals.

Digital marketing has been established as a result of quick technological changes and enhancement in market dynamics. Digital materials are defined as critical components for promotion in terms of delivering a result for digital marketing organisations. Another important aspect of utilizing digital media to succeed is the utilization of word-of-mouth (WOM) on social and digital platforms and popularizing the media among the mass public (Trusov, Bucklin, & Pauwels, 2009). Besides that, WOM is affiliated with the talent acquisition of newer members as well as an increase in traffic to the website, web pages, or digital/online events, which increases exposure in marketing communication. Facebook, the most frequently used social media platform, has offered marketers effective marketing and advertising options by enabling them to interact with millions of people about their products and services. To be successful, the company must employ effective communication strategies to engage customers and improve their experience with a specific product or service (Helm, Möller, Mauroner, & Conrad, 2013).

It is an unavoidable truth that we live in an innovation-deficient world where we turn to the internet for answers to our queries and needs. Because the web has enabled firms to interact with targeted groups of viewers on a constant basis, computerized advertising is gaining ground on traditional advertising channels. Clients have grown accustomed to interacting with and connecting with one's image or company. Another equally important factor is its logic. When compared to traditional advertising channels, computerized promotion is inexorably becoming more affordable. An email or web-based life crusade can spread your message to a larger audience for a fraction of the cost of a TV commercial, for example. Today's entrepreneurs must be imaginative in order for their business items to reach the international market as technology progresses (James, 2021).

Apart from that, creating that crucial brand logo can be done using an online logo creator with all of the text styles and a plethora of different logo structures that are entirely adjustable without the hefty sticker price. Even if your firm is now thriving, you may be missing out on an untold number of leads, partners, customers, and revenue if you are not properly utilizing some fundamental advanced advertising methods. Furthermore, if you are willing to learn, it may be made really simple. A few businesses have made extensive use of advanced promotion, while others are just getting started. Models include rural industry, land development, and development organizations (Prabhu, 2019).

As a result, an impartial strategy for data collection is required. The body of a working grasp of digital or online marketing is rapidly expanding, necessitating a presentation of innovative research ideas and approaches based on the most recent developments. This study answers the following research questions:

RQ1: Who the powerful authors are?

RQ2: What is the current publishing tendency?

RQ3: Which journals are the most important?

RQ4: Which countries, institutions, and topic areas contribute the most?

RQ5: What are the main themes from which the existing digital marketing literature may be categorized?

RQ6: How can a simple framework for understanding the concept of digital marketing be drawn?

As a result, the goal of this research would be to look over the published studies on digital marketing to provide an overview of the present issue as well as recommendations for further studies.

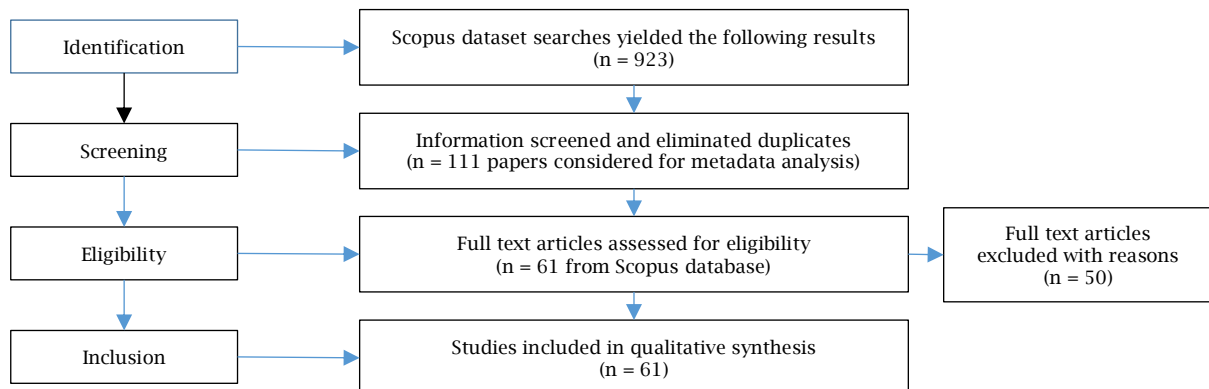
The information was gathered from Scopus sources from 2011 to 2021. The study examines 923 papers taken systematically from the Scopus database search to give metadata analysis. In the digital marketing literature, here the metadata provides depictive statistical analysis about recognized authors, prominent publications, institutes, fields of study, important articles, and a database of nations generating journals. The study will give unique intuition which should help to lay the ground for more research in the future. This research contributes in a number of ways.

3. RESEARCH METHODOLOGY

This study used a systematic approach for collecting information from credible references. According to Saunders, Lewis, and Thornhill (2011), a systematic literature review (SLR) starts with the concept of relevant keywords that are used in fetching the literature from datasets and then provides an overview of the literature. According to Tranfield, Denyer, and Smart (2003), the goal of a literature review is to identify gaps in the existing literature also knowledge boundaries. Further to that, the literature review sums up and categorises available research based on important themes and makes recommendations for future research (Seuring, Müller, Westhaus, & Morana, 2005).

Considering these principles, this research uses a systematic approach to obtain data and classify literary articles based upon content evaluation and areas for further research. In a nutshell, this study used a four-step technique (Figure 1) that included finding data, reviewing fundamental data, fixing eligibility, and ultimately incorporating the data. The goal of gathering this information is to give unique knowledge and future studies research suggestions. Data was gathered from the Scopus database (for meta-data assessment). Many researchers regard the Scopus source as a trustworthy resource (Tian, Geng, Sarkis, & Zhong, 2018; Apriliyanti & Alon, 2017).

Figure 1. The four-steps systematic method used in this study



Source: Moher, Liberati, Tetzlaff, and Altman (2009).

3.1. Data extraction

Scopus-linked datasets were used to compile the data, which included all Willey, Emerald, Springer, Taylor & Francis, and other major publishers. These scientific publications from 2011 and 2021 are included in the search. The study begins with keywords such as “Digital marketing”, “Review”, and so on. The first search terms were restricted to

the paper’s title, abstract, and keywords. Initially, 923 papers were produced from two keyword combinations. These keywords have been chosen to strengthen the relationship with all the articles and to find out the desired papers easily. Since this paper is all about digital marketing review, hence these keywords precisely suit to target key articles to include in this study. Here below shows the outcome of the preliminary Scopus search engine.

Table 1. Initial search results with keywords and the number of papers that appeared

<i>Keyword</i>	<i>Findings (Article numbers)</i>	<i>Limitation up to</i>
“Digital marketing”	10,668	Title, abstract, keywords
“Digital marketing” and “Review”	923	Title, abstract, keywords

3.2. Preliminary data retrieval

The first web search includes conference proceedings, textbooks, and chapters of the books in addition to articles, however, afterwards only journal articles were considered in this study. To eliminate books, conference papers, and magazines from a lot of stacks, the exploration was confined to keywords and papers’ titles. As a consequence, 923 articles for the metadata assessment had been completed.

3.3. The inclusion of the data

In this metadata analysis, researchers used 923 articles from Scopus datasets. As a result, the analysis verifies that the data came from a reliable source. Because it indexes journals from other important datasets, e.g., Elsevier, ScienceDirect, and Emerald, these databases are appropriate for generalization. The data should come from more reputed sources to share insights and future prospects.

4. RESULTS AND DISCUSSION

The metadata evaluation and insights are presented in the following section. Metadata assessment was conducted on 923 articles, and conclusions were offered based on 111 articles’ systematic reviews.

4.1. Analysis of metadata

The descriptive statistical analysis in this subsection is built upon the meta-data including 111 articles. This meta-data assessment includes 111 research publications which has covered documents type, publications by year, contribution by discipline, writers, nations, top citations field of study, and institutions. In some scenarios, the study presents a format that is summarized to make it easier to read.

Through the Scopus database, the initial search was an advanced search with title abstract and keywords. When only searched for digital marketing 10,668 articles appeared. Whereas a customized search with “Digital marketing” and “Review” came with 923 results to make it more specific and clearer.

4.2. Publication by citation

The study considers the citation of articles when gathering ideas and data about notable authors in digital marketing. The top ten most referenced publications in the Scopus data systems study, which was generated in December 2021, are listed in Table 2. According to Table 2, Kannan and Li (2017), received the most citations (314), next is Lee, Hosanagar, and Nair (2018), this paper has 220 citations. As a result, it is reasonable to claim that all of the authors included in Table 2 are among the most well-known in the field of digital marketing.

Table 2. Top 10 cited and influential papers in the digital marketing literature

<i>Authors</i>	<i>Title of the articles</i>	<i>Journal title</i>	<i>Country name</i>	<i>Publication year</i>	<i>Cited by</i>
Kannan and Li	“Digital Marketing, a Framework, Review, and Research Agenda”	<i>International Journal of Research in Marketing</i>	Netherlands	2017	314
Lee, Hosanagar, and Nair	“Advertising Content and Consumer Engagement on Social Media: Evidence From Facebook”	<i>SSRN Electronic Journal</i>	USA	2018	220
Bai	“Predicting Consumer Sentiments From Online Text”	<i>SSRN Electronic Journal</i>	USA	2010	160
Wilson and Grant	“Islamic Marketing - A Challenger to the Classical Marketing Canon?”	<i>Journal of Islamic Marketing</i>	UK	2013	121
Järvinen and Karjaluoto	“The Use of Web Analytics in Digital Marketing Performance Measurement”	<i>Industrial Marketing Management</i>	USA	2015	109
Smith	“A Longitudinal Study in Digital Marketing Strategies Targeting Millennials”	<i>Journal of Consumer Marketing</i>	UK	2012	102
Petit, Velasco, and Spence	“Digital Sensory Marketing: Integrating New Technologies Into Multisensory Online Experience”	<i>Journal of Interactive Marketing</i>	USA	2019	99
Sotiriadis	“Sharing Tourism Experiences in Social Media: A Literature Review and a Set of Suggested Business Strategies”	<i>International Journal of Contemporary Hospitality Management</i>	UK	2017	97
Smith	“Digital Marketing Strategies That Millennials Find Appealing, Motivating or Just Annoying”	<i>Journal of Strategic Marketing</i>	UK	2011	96
Piscicelli, Ludden, and Cooper	“What Makes Sustainable Business Model Successful? An Empirical Comparison of Two Peer-To-Peer Goods-Sharing Platforms”	<i>Journal of Cleaner Production</i>	UK	2018	69

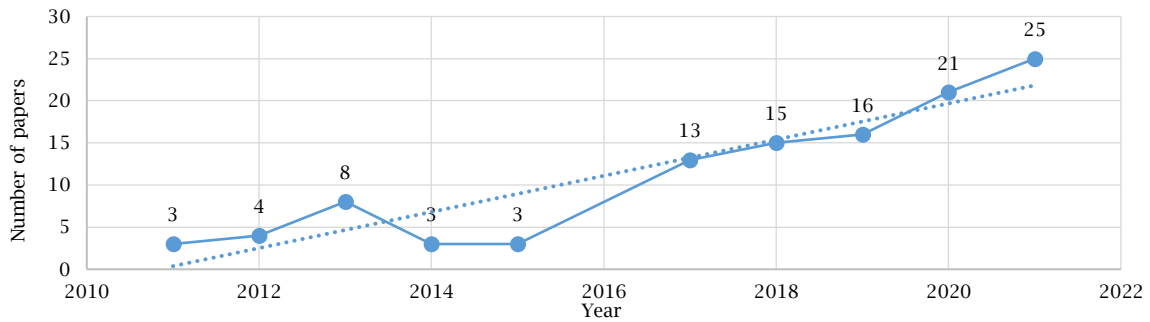
4.3. Document type

From this thorough analysis, among 111 articles we got 89 articles on digital marketing and 22 on digital marketing review articles from the pie chart in Figure 2, we may see the number of articles according to type.

4.4. Publication of digital marketing by the year

From 2011 until 2021, Figure 2 depicts the emergence of publication in the sphere of digital and online marketing. It is apparent that it has been growing exponentially since 2011 and continues to do so today. In addition, the linear model depicts an upward tendency, implying that research on digital marketing is increasing. The maximum number of papers were published during the year 2021.

Figure 2. Publication by year

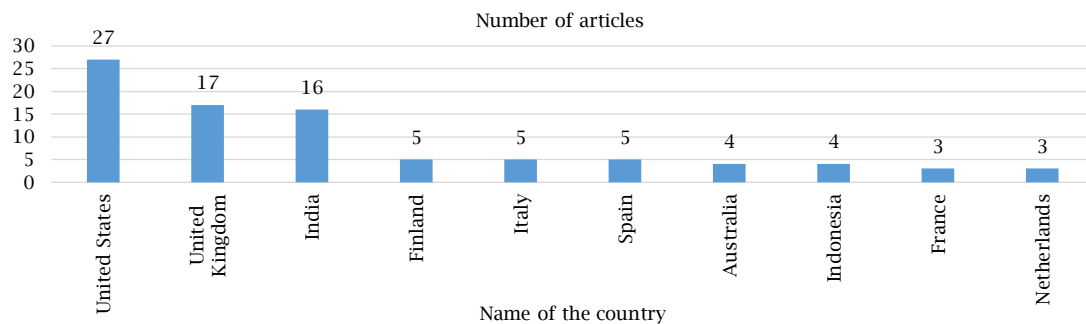


4.5. Distribution of articles by countries

According to Figure 3, the United States has produced the most papers (27 papers) in the field of

digital marketing, followed by the United Kingdom (17 papers).

Figure 3. Publication by countries

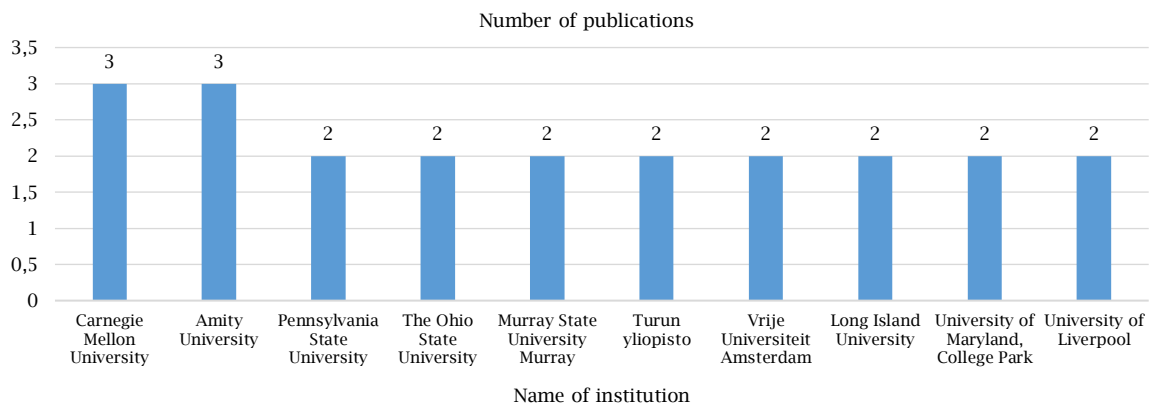


4.6. Top publications of digital marketing by the institution

Figure 4 shows the affiliations of the institution of digital marketing publications. According to

the graph, Carnegie Mellon University and Amity University published 3 papers, respectively which are the top publications that are most cited in the field of digital marketing.

Figure 4. Publication by the institution

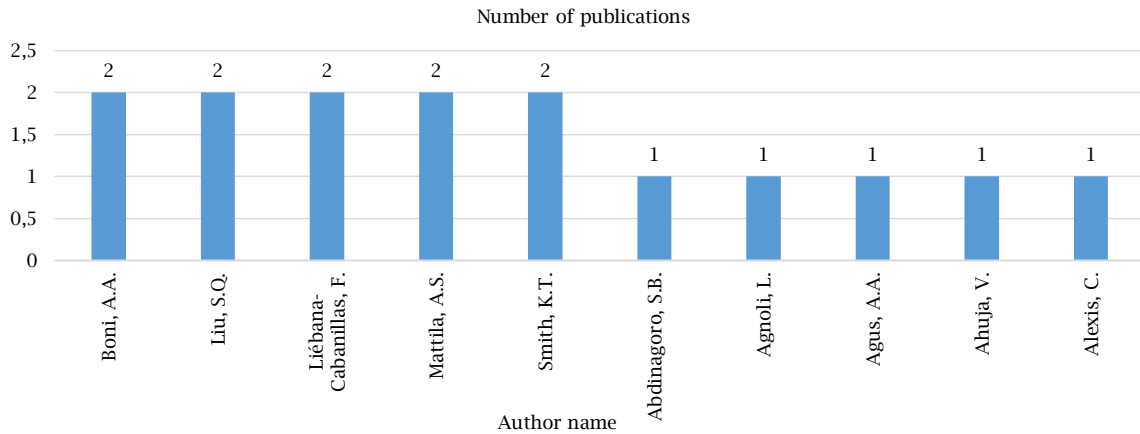


4.7. Top 10 authors in digital marketing review papers

Figure 5 shows the top 10 authors in digital marketing review papers. It features the top 5 authors in terms of the number of papers they have written are the highest. The authors are Boni (2020,

2018), Liu (2020, 2018), Liébana-Cabanillas (2018, 2017), Mattila (2020, 2018), and Smith (2020, 2010) who have published 2 papers. In this study, a comparison is made with authors' works in Scopus databases to get a better idea of the top 10 authors by comparing the number of papers published.

Figure 5. Authors ranking in publication on digital marketing review papers

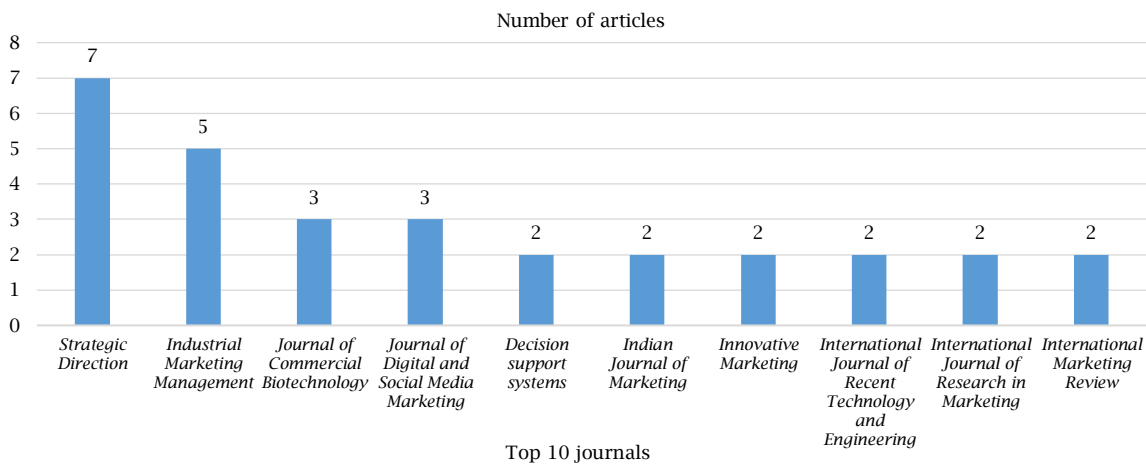


4.8. Top 10 journal publications and the number of articles published

Figure 6 shows *Strategic Direction* journal has published the highest number of papers (7).

The second most popular journal is *Industrial Marketing Management*, which has 5 publications. Likewise, the other top journals and publications are given in the figure.

Figure 6. Publications by top journals and the number of articles

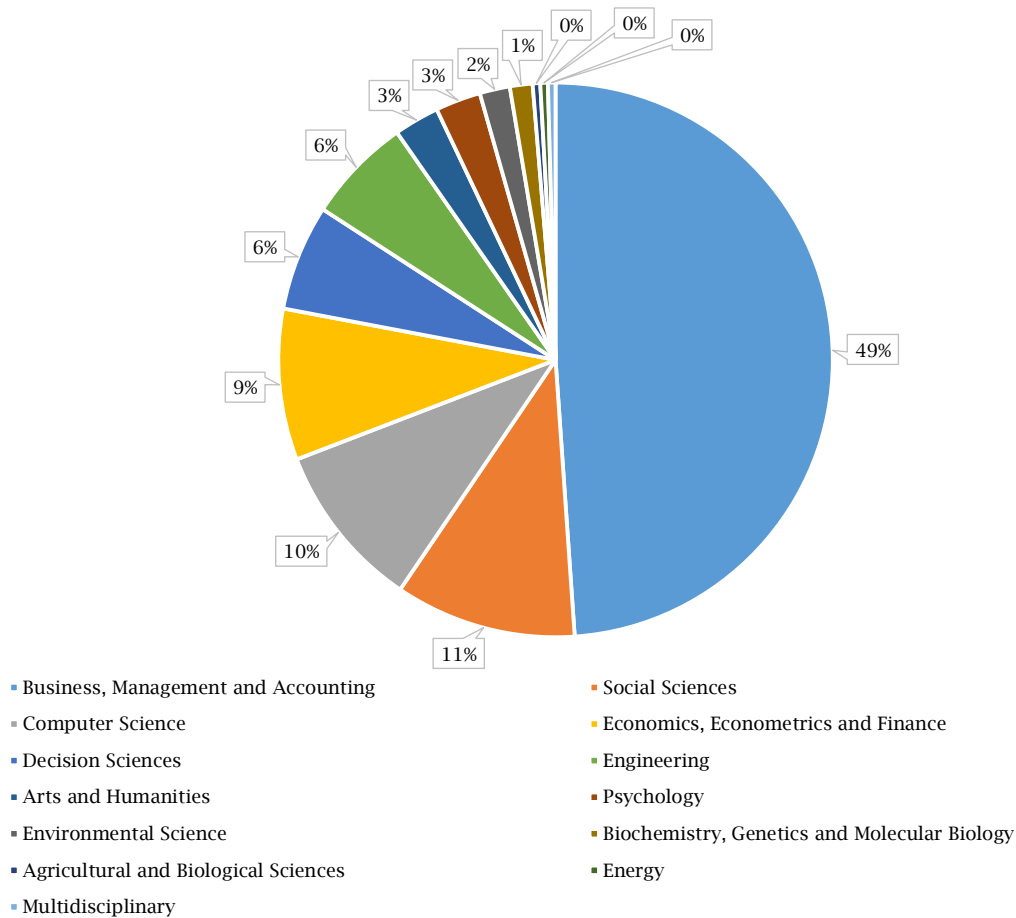


4.9. Articles and contribution according to discipline

The use of many disciplines in the literature on digital marketing demonstrates their significance and acceptance in the academic setting. Figure 7 shows that the business, management, and accountancy fields produced the most publications, representing 49 percent of the overall digital

marketing research. Having followed that, social sciences came in second with 11 percent of the vote, following computer engineering with 10 percent. Other fields, on the other hand, are becoming more interested in the subject. This could be due to the issue of multiple disciplines, which is very important in today's corporate world (Tseng & Chiu, 2013).

Figure 7. Contribution by discipline



4.10. Most frequently used words in previous review articles

The most prevalent word used in digital marketing review articles was discovered using wordart.com (an open web software for conducting a keyword

search also word cloud). Table 3 shows that the most often used words in the headline are “market” also “digital”, which appear 38 and 34 times, respectively. Next are “review”, “social”, “media”, and so on.

Table 3. The most frequently used words in previous review articles

Terms	Number	Terms	Number
“Market”	38	“Strategy”	9
“Digital”	34	“Literature”	9
“Review”	18	“Business”	9
“Social”	14	“Online”	7
“Media”	12	“Research”	6

Figure 8 depicted the software-generated word cloud, which highlighted the most popular words in larger and bolder letters, whereas other, less common, and basic words appeared in smaller sizes.

The word cloud is a simple way to find common terms in a complicated context, and it may be utilised to find the appropriate subject and keywords in publications (Birko, Dove, & Özdemir, 2015).

at SLR in the arena of medicine also some of the model's protocols might not be applicable in the field of social science. Hence, we recommend some items listed below for future SLR researchers.

We feel it will provide reviews in digital marketing with more openness, dependability, and authenticity. As a result, there will be more consistency. Furthermore, we urge that systematic review protocols be implemented at the publication level, which needs authors doing SLR (and other reviews) for following the PRISMA protocol proposed here. This is especially crucial for Ph.D. students, who frequently do systematic literature reviews as part of their studies.

For the future researchers who will reproduce the contents of these recommended items of PRISMA to follow in the digital marketing field. It must include a heading title, abstract, introduction, method, results, discussion, and funding. For abstract, must include a structured summary, in

the introduction should include rationale, methods protocol, and registration, eligibility criteria, information sources, and search and data collection process need to be focused. In the results, study selection, study characteristics, and synthesis for results are to be mentioned. In the discussion, a summary of the evidence, limitations, and finally conclusion must be included (Moher et al., 2009).

The data for the study was gathered objectively using a term or keyword search rather than through a subjective scanning and shortlisting process. Although subjective evaluation can be valuable in many cases. Here the approach has the potential to produce erroneous outcomes. Lastly, to be comprehensible to common people, this research is limited. to meta-data also textual analysis. For undertaking more analysis, oncoming research may use a number of citations and network analysis software.

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APPENDIX

Table A.1. Overview and concept of papers reviewed (Part 1)

No.	Title	Year	Author	Source title	Key points of a review paper	Author keywords
1	"Digital Marketing: A Framework, Review, and Research Agenda"	2017	Kannan and Li	<i>International Journal of Research in Marketing</i>	Digital marketing methods and touchpoints inside the marketing strategy.	Digital marketing; Internet; Mobile; Omni-channel marketing; Online; Search engine; User-generated content
2	"The Use of Web Analytics for Digital Marketing Performance Measurement"	2015	Järvinen and Karjaluoto	<i>Industrial Marketing Management</i>	Web analytics and metric systems are used to evaluate the effectiveness of digital marketing.	Case study; Digital marketing; Industrial business; Performance measurement; Web analytics
3	"A Longitudinal Study of Digital Marketing Strategies Targeting Millennials"	2012	Smith	<i>Journal of Consumer Marketing</i>	Online reviews are read and have an impact on millennials. To ascertain whether digital marketing techniques are favoured by Millennials and successful in changing their behaviour.	Digital marketing; Internet marketing; Marketing strategy; Millennials; Online reviews
4	"Sharing Tourism Experiences in Social Media: A Literature Review and a Set of Suggested Business Strategies"	2017	Sotiriadis	<i>International Journal of Contemporary Hospitality Management</i>	This essay's two objectives are: 1) to provide an overview of academic studies on the impact of social media on traveller purchasing behaviour that were published between 2009 and 2016 (SM); 2) and to offer a set of solutions for tourism-related businesses to seize opportunities and address problems that occur from doing so.	Electronic word-of-mouth, management and marketing strategies; Online reviews; Sharing knowledge; Social media; Tourism experiences
5	"Digital Marketing Strategies That Millennials Find Appealing, Motivating, or Just Annoying"	2011	Smith	<i>Journal of Strategic Marketing</i>	To look at several marketing tactics that are frequently utilized in digital media and determine which ones Millennials favour and are successful at influencing behaviour.	Digital marketing; E-marketing; Millennials; Online advertising
6	"Using Data Sciences in Digital Marketing: Framework, Methods, and Performance Metrics"	2021	Saura	<i>Journal of Innovation and Knowledge</i>	Gives a comprehensive review of the key data science applications to digital marketing and offers insights into the development of new knowledge-hunting and data extraction techniques.	Data mining; Data science; Digital marketing; Knowledge discovery; Review
7	"A Consumer-Based Taxonomy of Digital Customer Engagement Practices"	2018	Eigenraam, Eelen, van Lin, and Verlegh	<i>Journal of Interactive Marketing</i>	It provides a taxonomy of these digital engagement strategies based on consumer preferences. We developed an overview of how consumers interact digitally with companies across various media formats and platforms using a literature analysis and expert surveys.	Customer engagement practices; Digital customer engagement; Digital marketing; social media; Taxonomy
8	"International Market Entry Strategies: Relational, Digital, and Hybrid Approaches"	2018	Watson, Weaven, Perkins, Sardana, and Palmatier	<i>Journal of Marketing</i>	To comprehend how relational methods to international market entrance (IME) are changing in light of macro trends, this paper examines the impact of new digital marketing and technology advancements as well as the evolving global business environment.	Digital marketing; Hybrid strategies; International market entry; Relationship marketing
9	"Social Media Strategies and Corporate Brand Visibility in the Wine Industry: Lessons From an Italian Case Study"	2014	Capitello, Agnoli, Begalli, and Codurri	<i>EuroMed Journal of Business</i>	Review of the Italian wine industry's behavioural model and web-based marketing.	Brand visibility; Social media; Strategy; Web marketing; Wine
10	"Understanding User Experiences of Online Travel Review Websites for Hotel Booking Behaviors: An Investigation of a Dual Motivation Theory"	2018	Hwang, Park, and Woo	<i>Asia Pacific Journal of Tourism Research</i>	Examine online travel websites and identify the theoretical gap in online social media and digital marketing.	Digital marketing; Motivation theory; Online consumer reviews; Partial least square modeling; User satisfaction

Table A.1. Overview and concept of papers reviewed (Part 2)

No.	Title	Year	Author	Source title	Key points of a review paper	Author keywords
11	"Digital Marketing for B2B Organizations, Structured Literature Review and Future Research Directions"	2020	Pandey, Nayal, and Rathore	<i>Journal of Business and Industrial Marketing</i>	Analyzing current literature in the context of B2B digital marketing.	B2B marketing; Digital marketing; Insights; Literature review; Martech
12	"An Exploratory Study of Business-to-Business Online Customer Reviews: External Online Professional Communities and Internal Vendor Scorecards"	2018	Steward, Narus, and Roehm	<i>Journal of the Academy of Marketing Science</i>	Review of online customer reviews in digital media.	Business-to-business marketing and purchasing; Customer engagement; Digital marketing; Online professional communities; Online reviews; Vendor scorecards
13	"The Digital Marketing Capabilities Gap"	2020	Herhausen, Miočević, Morgan, and Kleijnen	<i>Industrial Marketing Management</i>	Identifying digital marketing capabilities gap and practice gap in managerial practices.	Digital capabilities; Digital marketing; Digital resources; Future research agenda; Resource-based theory
14	"The Interplay Between Free Sampling and Word of Mouth in the Online Software Market"	2017	Chen, Duan, and Zhou	<i>Decision Support Systems</i>	Free samples reviewed through digital marketing in the internet market so that, in addition to the immediate sales impact, it may also have the ability to have an impact on sales via affecting internet word-of-mouth (WOM).	Free sampling; Interaction effect; Online software market; Software free trial; Word-of-mouth
15	"The State of Digital Marketing in Academia: An Examination of Marketing Curriculum's Response to Digital Disruption"	2019	Langan, Cowley, and Nguyen	<i>Journal of Marketing Education</i>	Review of undertaking digital marketing courses in academia in business students' curriculum. Orientation of digital marketing analytics is getting popular to carry out future business opportunities hence it is being introduced at the undergraduate level.	Digital marketing; Digital marketing curriculum; Digital marketing education; Digital marketing orientation; Digital marketing review; Social media marketing curriculum
16	"Brand Presence in Digital Space"	2013	Rowley and Edmundson-Bird	<i>Journal of Electronic Commerce in Organizations</i>	The brand is more visible thanks to web 2.0 platforms where the platforms are with more visibility.	Brand relationships; Digital branding; E-Branding; Multi-channel marketing; Online branding; Social media
17	"Digital Marketing Impact on Smes Performance in UAE"	2018	Nuseir	<i>Academy of Entrepreneurship Journal</i>	Review of digital marketing in SMEs performance in the UAE and its significant impact on business growth and reaching out more customer based.	Business performance; Digital media; Digitizing of activities and procedures; Marketing; Small and medium-sized enterprises; UAE scenario
18	"Social Media Activities and Their Influence on Customer-Brand Relationship: An Empirical Study of Apparel Retailer Activity in India"	2021	Sharma, Singh, Kujur, and Das	<i>Journal of Theoretical and Applied Electronic Commerce Research</i>	Online digital and social media review spread the reliability of the brand and its visibility online and can be reached by many customers easily. Also, strengthen the relationship between digital marketing and branding.	Apparel industry; Brand relationship; Purchase intention; Social media; Social media marketing
19	"Tourism, Technology, and ICT: A Critical Review of Affordances and Concessions"	2021	Gössling	<i>Journal of Sustainable Tourism</i>	Development and goal of tourism with the help of digital and ICT media and its potential growth review.	Corporations; ICT; Platform economy; SDGs; Social media; tourism
20	"An Empirical Study to Enquire on the Effectiveness of Digital Marketing in the Challenging Age Concerning the Indian Economy"	2017	Goel, Sahai, Krishnan, Singh, Bajpai, and Malik	<i>Pertanika Journal of Social Sciences and Humanities</i>	Review of digital and traditional media and marketing communication.	Customers; Digital marketing; Digitization; Promotion; Traditional marketing
21	"New Social Consumer? Determining Factors of Facebook Commerce"	2018	Liébana-Cabanillas, Corral-Hermoso, Villarejo-Ramos, and Higuera-Castillo	<i>Journal of Decision Systems</i>	Review of decision influence while purchasing a product and digital marketing impact of the decision-making process.	Digital marketing; E-commerce; Facebook; S-commerce; Social networks

Table A.1. Overview and concept of papers reviewed (Part 3)

No.	Title	Year	Author	Source title	Key points of a review paper	Author keywords
22	"B2B Digital Marketing Strategy: A Framework for Assessing Digital Touchpoints and Increasing Customer Loyalty Based on Austrian Companies From the Heating, Ventilation, and Air Conditioning Industry"	2017	Bakhtieva	<i>Oeconomia Copernicana</i>	Review of digital marketing strategies for building touchpoints and customer loyalty.	B2B digital marketing strategy; B2B industrial companies; Customer loyalty; Digital marketing; Touchpoints
23	"Strategic Use of Social Media Within (B2B) Marketing: A Systematic Literature Review"	2021	Cartwright, Liu, and Raddatz	<i>Bakhtieva E.</i>	Reviewing digital and social media platforms as a tactic to improve integrated marketing communication, employee engagement, and sales facilitation in B2B firms.	Business-to-business (B2B) marketing; Digital marketing; Social media; Strategic marketing
24	"Consumer Choice Making and Choice Lessness in Hyper Digital Marketplaces"	2021	Dholakia, Darmody, Zwick, Dholakia, and Firat	<i>Journal of Macromarketing</i>	Review and explore of choice process in hyper-digital marketplaces.	Algorithmic marketing; Choice; choice lessness; Decision-making; Digital marketing; Hyper-relevance; Hyper nudging; markets; Surveillance capitalism; Technology
25	"Effect of an E-Retailer's Product Category and Social Media Platform Selection on the Perceived Quality of E-Retail Products"	2021	Vazquez	<i>Electronic Markets</i>	Review of the product categories sold by the retailer and their use of digital and social media for product display and insight into how to get and boost sales.	Category management; Digital marketing; E-commerce; Information economics; Knowledge economy; Retailing
26	"Tourism & Digital Marketing Tool and Views on Future Trends: A Systematic Review of Literature"	2021	Chamboko-Mpotaringa and Tichaawa	<i>African Journal of Hospitality, Tourism, and Leisure</i>	Review of digital marketing in the tourism industry and tools that are being used to promote in the competitive market.	Africa tourism; Digital marketing; Social media; Websites
27	"Response to a New Wave in Digital Marketing: Does Beauty Blogger Involvement the Most Influencing Factor in Halal Cosmetic Purchase Intention"	2018	Putri and Abdinagoro	<i>International Journal of Supply Chain Management</i>	Digital marketing usage in domain of the cosmetics market of beauty bloggers is a new phenomenon to promote and grab more opportunities using halal logo and marketing tactics.	Arabic brand name; Beauty blogger involvement; Digital marketing; Halal cosmetic; Purchase intention
28	"Digital Food Focus: The Benefits of Digital Marketing Tools for Restaurant Competitive Advantage"	2021	[No author name available]	<i>Strategic Direction</i>	Dynamic usage in digital media tools in the sector of restaurant businesses to boom and get the highest competitive advantage.	Consumer; Digital marketing; Entrepreneurs; Food and beverage; Restaurant owners
29	"Influencer Marketing As a Tool of Digital Consumer Engagement: A Systematic Literature Review"	2021	Tanwar, Chaudhry, and Srivastava	<i>Indian Journal of Marketing</i>	Review of influencer marketing through digital media and marketing to engage people to purchase any brands like lifestyle, fashion, and beauty as a marketing tactic.	Digital marketing; Influencer marketing; Literature review; Social media; Social media influencers
30	"Drivers of Social Media Content Marketing in the Banking Sector: A Literature Review"	2021	Sawhney and Ahuja	<i>International Journal of Service Science, Management, Engineering, and Technology</i>	Review and drivers of digital/social media marketing as content marketing, IT enhancement, and advancement of the latest technologies in the banking sector.	Content marketing; Content marketing strategies; Digital marketing
31	"Perceived Benefits of Social Media Networks' Impact on the Competitive Behavior of Indonesian SMEs in the Food and Beverage Sector"	2021	Nurliza and Oktoriana	<i>Economics and Sociology</i>	Review of improvement of SME food sector by adopting digital and social marketing tools as it improved consumer's responses, relationships, and effectiveness.	Competitive behavior; Digital marketing strategies; Market interaction; Media improvement; Consumer response; Perceived benefits; SME characteristic; Social network media

Table A.1. Overview and concept of papers reviewed (Part 4)

No.	Title	Year	Author	Source title	Key points of a review paper	Author keywords
32	"Systematic Literature Review and Future Research Directions to Digital Marketing"	2021	Eni	<i>Journal of Management Information and Decision Sciences</i>	Review of digital marketing and its significant impact on small and medium enterprises to boost business performance and future research direction to digital marketing.	Digital marketing; Facebook; Instagram; Small medium enterprise; Systematic literature review
33	"E-Commerce Performance, Digital Marketing Capability, and Supply Chain Capability Within E-Commerce Platform: Longitudinal Study Before and After COVID-19"	2021	Agus, Yudoko, Mulyono, and Imaniya	<i>International Journal of Technology</i>	Examine the e-commerce platform's performance and the digital promotion, supply chain, and customer experience capabilities.	COVID-19; Customer review rating; Digital marketing; E-commerce performance; Supply chain capability
34	"Conclusion: Going Digital is the Only Way Forward for the Indian Tourism and Hospitality Industry"	2021	Munjal and Singh	<i>Worldwide Hospitality and Tourism Themes</i>	Indian tourism industry has gone digital also taken advantage of digital marketing tools and media to market services and customer experience.	Digital; Digital marketing; Hospitality industry; Hospitality services; Social media; Technology; Tourism
35	"Revolutionized Technologies for Marketing: Theoretical Review With a Focus on Artificial Intelligence"	2020	Peyravi, Nekrošienė, and Lobanova	<i>Business: Theory and Practice</i>	Study of digitalization in the IT sector and significant development in the past decades and usage of artificial intelligence in the marketing arena.	Artificial intelligence; Artificial intelligence tools; Big data; Information technology; Marketing; Marketing automation; Multichannel marketing
36	"Leveraging the Network-Building Potential of Social Media Marketing: An Examination of Digital Engagement Strategies and Tactics for Entrepreneurial Firms"	2020	[No author name available]	<i>Strategic Direction</i>	Review of impact, network, and potential of digital/social media in entrepreneurial firms.	Business-to-business relationships, Digital engagement strategies; Digital engagement tactics; Marketing capability; Social media
37	"Power of Digital Marketing in Building Brands: A Review of Social Media Advertisement"	2020	Sundaram, Sharma, and Shakya	<i>International Journal of Management</i>	Review of brand management and brand building using digital technologies and its benefits, as well as how to make the most of digital and social media.	Advertisement; Building brands; Digital marketing; Millennials; Social media
38	"A Blueprint for International Marketing: Reaching Audiences in the Digital Era"	2020	[No author name available]	<i>Strategic Direction</i>	Review of global marketing and international marketing in the digital era has opened a new concept and way. It provides strategic marketing insights globally.	Digital marketing; International marketing; Marketing mix
39	"Marketing to Hispanic Digital Natives: Leveraging Their Online Reviews and Word of Mouth"	2020	Smith	<i>Journal of Digital and Social Media Marketing</i>	Review of digital marketing adoption as customers pay less attention to traditional marketing nowadays and also focus on WOM. Especially Hispanics are more responsive to businesses that they have made online friends with.	Consumer behavior; Digital marketing; Hispanic consumer; Online reviews; Word-of-mouth
40	"The Relevance of Social Media Marketing Skills for Managers in a Changing Digital World"	2019	Gabelaia	<i>Quality — Access to Success</i>	Review of the study to analyze the relevance of social media marketing skills and to emphasize the extraordinary impact social media presence has. Also review of top 15 digital and social media marketing skills to succeed in a dynamic business world to grow as a business and as a marketing manager.	Digital world; Marketing; Social media skills

Table A.1. Overview and concept of papers reviewed (Part 5)

No.	Title	Year	Author	Source title	Key points of a review paper	Author keywords
41	"Digital Marketing Strategies and the Behavior of Millennials"	2017	Kapoor, Jain, and Prasad	<i>International Journal of Economic Research</i>	Generation Y among the most exciting and internet acuteness group. This research's goal to analyze digital marketing strategies that are preferred by the group called Millennials example in website features as color, graphics, personalization, pop-up and YouTube ads. The research also examines which strategies to avoid and strategies that motivate millennials to write online reviews.	Advertising; Consumer behavior; Digital marketing
42	"Steps to Social Marketing Success Creating Emerging Market Strategy in Digital Era"	2013	[No author name available]	<i>Strategic Direction</i>	Review of success steps in the leading organizations by taking also adopting social/digital marketing.	Advertising; Marketing; Media management; New media; Social marketing