

1. **Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2018). Managing brands in the social media environment. *Journal of Interactive Marketing*, 42, 1-8.**

This article provides a comprehensive overview of how social media has changed the marketing landscape and discusses the challenges and opportunities for managing brands in this environment. It specifically focuses on influencer marketing and how brands can leverage influencers to create positive brand experiences and build trust with consumers.

2. **Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617-644.**

This article reviews the existing literature on social media influencers and provides a synthesis of the key findings. It also identifies gaps in the research and proposes a research agenda for future studies. The article covers topics such as influencer selection, effectiveness, and disclosure.

3. **Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96.**

This article proposes a customer journey framework for understanding and managing customer experience. The authors argue that customer experience is a dynamic and multi-dimensional construct that evolves over time and across touchpoints. They provide empirical evidence on the importance of customer experience for customer loyalty and suggest managerial implications for enhancing customer experience.