

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.

The purpose of this study is to explore the challenges and opportunities associated with brand management in the context of social media. They stress the importance of understanding the unique features of digital media platforms and developing strategies that can successfully engage consumers toward online forums. To achieve effective brand management, the authors recommend adopting a range of tactics, such as creating engaging content, engaging in two-way communication with customers, utilizing user-generated content, and monitoring and responding to online feedback.

The article presents a thorough analysis of the existing literature on brand management and offers a theoretical framework for managing brands on social media platforms. Additionally, the authors emphasize the significance of aligning web community's activities with the overall brand strategy and continually evaluating and adjusting their tactics to ensure their effectiveness.

Overall, this article offers valuable insights for marketers and brand managers who aim to improve their virtual presence and engage with consumers effectively in the digital era.

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.

The objective of this research is to present a systematic literature review of social media influencer outreach, which examines the fundamental concepts, characteristics of influencers, the influencer selection process, the impact of influencer marketing on consumer behaviour, and ethical concerns related to this practice. The authors also present an integrative framework that synthesizes the existing research and identifies the critical factors that influence the effectiveness of influencer marketing. Additionally, the article outlines a research agenda that highlights areas for further investigation in this field.

The study's findings have significant implications for businesses, marketers, and policymakers who intend to use social media influencer marketing to reach out to consumers. Overall, this article provides a thorough and insightful analysis of the present and future prospects of influencer marketing.

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

In the *Journal of Marketing*, the authors, Katherine N. Lemon and Peter C. Verhoef, delve into the concept of customer experience and its relevance in the customer journey. They examine various stages of the customer journey and discuss how customer experience influences customer satisfaction and loyalty.

The authors introduce a conceptual framework to comprehend customer experience, which encompasses five essential aspects: sense, feel, think, act, and relate. They also provide examples of how businesses can leverage this framework to enhance their customer experience. The article provides a comprehensive overview of the subject by drawing on extensive research and literature in the fields of marketing, psychology, and customer behaviour. Its intended audience includes marketing researchers, practitioners, and academics, as well as business leaders seeking to improve their company's customer experience.

Overall, the article offers valuable insights into the significance of customer experience and practical guidance for businesses to enhance their customers' experience throughout the customer journey.