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1. **Shevchenko, V., Taranenko, I., Yaremenko, S., Mishustina, T., Poprotsky, O., & Mostova, A. (2022). Trends in Digital Marketing in the Context of the Development of Information Society. *Postmodern Openings*, 13(2), 448460. <https://doi.org/10.18662/po/13.2/464>**

Shevchenko et al. (2022) examine the newest trends in digital marketing in the context of the development of an information era. The article postulates that digital marketing is indispensable for businesses to remain competitive in today's world, where the internet has become a vital part of our daily lives. The study presents a comprehensive review of the literature on digital marketing, calling attention to the key trends and practices that are currently prevalent in the field.

The paper begins with an overview of the history of digital marketing and then moves on to discuss the current state of the industry, including the role of social media, search engine optimization, and content marketing. The authors also stress the challenges and opportunities that digital marketing presents, such as privacy concerns of the users, data protection, and the increasing importance of portable devices.

Overall, this study outlines a valuable resource for researchers and practitioners interested in understanding the latest advances in digital marketing. It provides insights into the most effective strategies, tactics, and techniques for engaging with consumers in the digital realm, while also highlighting the challenges and ethical considerations that must be taken into consideration nowadays.

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2. **Krishen, A. S., Dwivedi, Y. K., Bindu, N., & Kumar, K. S. (2021). A broad overview of interactive digital marketing: A bibliometric network analysis. *Journal of Business Research*, 131, 183–195. <https://doi.org/10.1016/j.jbusres.2021.03.061>**

Krishen et al. (2021) present a comprehensive overview of interactive digital marketing, using bibliometric network analysis to point out key matters and trends in the subject. The paper explores scholarly articles, recognizing the most influential authors, journals, and research papers. They also inspect the relationships between different ideas and themes in the field, utilizing network analysis to envision the structure of the literature.

The authors emphasize the importance of interactive digital marketing in promoting sustainable development, insisting that it has the potential to encourage more responsible consumer behaviour and helping reach environmental and social goals. They also identify several areas

for future exploration, including the development of new metrics for measuring the effectiveness of interactive digital marketing campaigns.

For the most part, this article provides a valuable resource to readers and practitioners interested in interactive digital marketing. The use of bibliometric network analysis provides a useful approach for analysing the topic, and the authors' perception of the potential of interactive digital marketing for promoting sustainability makes a valuable contribution to the literature of this field.

**3. Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders, and sales. *Journal of Retailing and Consumer Services*, 60, 102501. <https://doi.org/10.1016/j.jretconser.2021.102501>**

In this paper, Dolega et al. (2021) dive into the relationship between social media marketing and retail website performance, specifically focusing on internet traffic, sales, and orders. The authors used data from a UK-based online retailer over a year and conducted multiple analyses to study the impact of social media marketing on website results. The outcome reveals that social media marketing positively affects website traffic and sales, but not the number of orders. Furthermore, social media platforms, such as Facebook and Instagram were found to have substantial impacts on the number of visits. Facebook was found to have the strongest positive outcome on website traffic, while Instagram had the strongest positive impact on website sales. This study provides a valuable tool, which is a perspective for retailers who are on the look for new alternatives to enhance their online performance through social media marketing.