Annex A. Tables of Electronic Media Marketing in Brand Building Literature Review, Analysis and Synthesis

Table A1. Key elements of organizational process (Sharma, 2016)

Key Elements	Description
Rules and perception of Electronic Media Marketing	Brand should use positive significance and implication in order to attract consumers.
Multidimensional headlines concerning the brand image	Brand should have a clear organizational image, name, role, content, awareness, interactivity, and way of communication with their consumers.
Measurements	Brand should measure the Electronic Media Marketing impact toward customers. It should also have a clear exposure for people number achieved in order to maintain its activities and sustain its name in the market.
Verification	Brands should verify consistently and regularly the data and sources of information with a clear statement that really improve stability and strength.
Authentication	Every brand Electronic Media Marketing for building its image must mainly have a copyright and ownership that support the Brand Building equity and parity.
Trust	Brand must be accompanied by trust and loyalty in relationship with customers. It is a very important element to take into consideration, providing valuable content, and engaging customers by two way communication, keeping everything consistent and sharing trustworthy information that keep trust between the relationships with consumers.
Effectiveness	The Electronic Media Marketing effectiveness is by producing the required results by letting the brand aware about leading consumers to enough satisfaction for their inquiries and needs. The measuring of Electronic Media Marketing effectiveness for a company

Key Elements	Description
	tend to be absolute numbers: number of inquiries, number of marketing-qualified leads, and number of sales-ready leads, etc.
Efficiency	Electronic Media Marketing efficiency is about delivering effective Marketing programs at the lowest cost. The measuring of EMM efficiency can be expressed by calculating cost enabling brands to target campaigns directly.
Values	Successful brand select carefully its values and infuse them through every aspect related to it: team worker, message, sales, marketing, service, offerings, etc. All brands usually use their "core values" as standards of behavior that keep the brand moving forward in the right direction in the market.

Table A2. Effectiveness of EMM (Bastiaansen et al., 2018; Anne Osterrieder, 2016; Yunjae Cheong, 2016). Compiled by author, 2019

Factors of EMM effectiveness	Definitions	Authors
Attitude	The attitude is the approach and evaluation of the customer toward the brand product or services	(Paulssen et al., 2016)
Information adoption	It is the process in which customer purposely engage by using information in order to share, approve and share the information	(Minjung Park, 2016)
Trust	General confidence on the message spread by the brand toward its consumers. Trust is a fundamental factor that affect the relation between the brand and consumers.	(Adnan, 2020)

Factors of EMM effectiveness	Definitions	Authors
Purhase intention	The Willingness to purchase a product in the future affect positively on the Brand Building. The intention of purchase lead to a future loyalty and reliability	(Choong Hoon Lima, Kihan Kima, , Yunjae Cheong,2016)
Awareness	It describes the degree of consumer appreciation of a brand. Creating brand awareness is a key step in promoting a brand. Ideally, awareness of the brand may include the qualities that distinguish the brand from its competitors.	(Lynch et al., 2020)
Loyalty	The inclination of customers to stay with a company over another when looking for meeting particular needs. Loyalty implies consistent repurchase of a brand resulting from positive affinity of consumers towards the brand.	(Rahul Singh ,2016)
Choice	It is Product or service that a consumer chooses to purchase in the market.	(Lee,2016)
Usefulness	The degree to which a customer perceives a platform to be useful to accomplish its needs and wants.	(Maulana, 2020)
Electronic presence	The level to which a Electronic connection is made between brands and consumer. The Electronic presence of the brand through Electronic Platform highpoint the image and the value of the brand toward its customers.	(Anne Osterrieder,2016)
Helpfulness	The insight of evaluation being helpful to customers to know more about the brand, how can this brand can satisfy their needs and requirements?	(Martin,2016)
Preference of information source	The prioritization of Consumers' hierarchical of the usage of information that originates from different sources for the purpose of decision making.	(Huang,2018)

Table A3. Different perception on Brand Building (Smith & Soonieus, 2020; Appel et al., 2019). Compiled by author, 2019

Authors	Year	Books/Articles	Perception
Geoffrey Collon	2020	The Brand Building	As we enter the final year of the decade, It is important to understand what is at stake for brands. Not by making predictions, but by analyzing the recent history and evolution of brands, and realizing that cyclical customer behavior is at the center of Brand Building considerations.
Jen Kling	2020	The Brand Building promise	When exercising a brand communications strategy built on aspiration, creativity and originality opens up. With that vision comes great responsibilities in how far of a expanse a brand should take without misleading what it can really deliver.
Chris Wren	2020	Building a thought-leadership brand	Developing a strong Brand Building requires define what they mean by "thought leadership." It should be something authored by the brand that is supported with either original research or evidence that is highly valued by customers.
Donald Miller	2017	Building a story brand	Building a brand image will forever transform the way which companies talk about their businesses, what they do, and the unique brand value they bring to customers
Karen Tiber	2016	The brand mapping strategy	Today, businesses (big and small) that are consistent in their branding are getting PR and attention. It doesn't take a big or complicated EMM plan, but it does require a persistent approach to promotion
Ted Wright	2014	Fizz	In a world where there are increasing brands, marketers have turned to Word of Mouth (WOM) Marketing as a way to amplify their Brand Building.

Authors	Year	Books/Articles	Perception
Denise Lee	2013	What great brands do	Almost everyone assumed that Brand Building was Marketing's exclusive domain.
David Aaker	2012	Building strong brands	As companies are in growth and increase, it is clear that strong Brand Building skills are needed to survive and prosper.
Alina Wheeler	2012	Designing brand identity: an essential guide for the whole branding team	Brand identity represent an organization's most valuable asset, influencing customers, prospects, investors and employees.

Table A4. Conceptions of Electronic Media Marketing role and importance (Collin, Rahilly, Richardson, & Third, 2019). Compiled by author, 2019

Authors/Year	Conception	Electronic Media Marketing role and importance
(Collin, Rahilly, Richardson, & Third, 2019)	Brand commitment is the enduring attitude toward customers. An effective Electronic Media Marketing has an important role to relate between brand and customer through encouraging desire and custumer commitment toward the brand.	An effective tool for: desire commitment attitude
(Walsh et al. 2019)	Brand commitment is the link between the customer and the brand, where the customer thinks that the preferred brand is an integral part of his life and affect positively to its behaviour. Electronic Media Marketing make links between the brand and the customer leading to a real partnership.	An effective tool for links customer behavior partnership
(Danes et al. 2019)	Brand commitment is an emotional investment from a customer towards a brand. It includes feelings of loyalty and the expectation to obtain emotional and functional benefits from the brand. Electronic Media Marketing ensure benefits and customer loyalty.	An effective tool for : investment loyalty benefits

Authors/Year	Conception	Electronic Media Marketing role and importance
(Albert et al. 2013)	Brand commitment represents the strength of the relationship between a consumer and a brand, making the preferred brand the only acceptable choice to purchase. Thus, it is through Electronic Media Marketing that this relationship is strenghful and manifested by preference and constent purchase.	An effective tool for : Consumer behavior preference purchase
(Lombart,2014)	Brand commitment is a initiate of continuity given from the brand to the customer, considering the continuity, loyalty and real commitment.	An effective tool for: continuity options consideration
(Hwang et al., 2018)	Brands use Electronic Media Marketing to offer multiple choices to customers and allow them to connect and interact in order to make engagement to the brand.	An effective tool for: choices connection engagement
(García et al., 2019)	Electronic Media Marketing is becoming a very essential tool to relate Brand and customers. Customers shows their loyalty and engagement, write their comments or suggestions, interact with the Brand imMediatly and sustaining the relationship considering the positionning importance .	An effective tool for: relationship comments positionning
(Summers, 2019)	Customers sharing their needs on Electronic Media Marketing platforms, expect a high and real presence from the brand. In this case, brand must build rapport with customers in order to fulfill customer 's expectations.	An effective tool for: Expectations High presence Build rapport
(Ashley, 2019)	The benefits of Electronic Media Marketing merge both for brand and customer. It leads to a higher level of customer Engagement, also measuring results easily and clearly with a bigger audience range; less expensive and more effective.	An effective tool for: Measuring Results Reducing cost Effectiveness

Table A5. Definitions of the constructs of EMM (Rath & Bharadwaj, 2014; Sánchez et al., 2018; Xu & Ye, 2018; Kim, Park, Lee, & Choi, 2016). Compiled by author, 2019

Constructs	Definitions	Authors
Attitude	The overall reviewers of person, issues and subjects.	(Ali et al., 2018) (Cacciolatti & Lee, 2016)
Information adoption	It is the process in which a consumer purposefully engage by using	(Feuerriegel & Prendinger, 2016)
Trust	It the belief in truthfulness of the message.	(Stathopoulou & Balabanis, 2016) (C. Miao et al., 2016)
Purchase intention	It is the will of purchasing a product or service in the	(Kaufmann, Petrovici, Filho, & Ayres, 2016)(C. C. Chen, Shih, & Lee, 2016)
Awareness	The consciousness that a product exists	(Acquisiti & Gross, 2006)(Marzouk, 2016)
Loyalty	The propensity and tendency of consumers to stay with a convinced business, store, brand, service or product over another when looking for to meet specific requests and needs.	(Yoo & Park, 2016) (Stathopoulou & Balabanis, 2016)
Choice	Products that a consumer chooses to purchase at the e-commerce websites	(Liu, Dai, Wei, & Li, 2016)(Athreye, Batsakis, & Singh, 2016)
Usefulness	The extent to which an individual perceives a website to be useful in performing stopping tasks	(Zeitel-Bank & Tat, 2014)(Hajli, 2014)
Electronic presence	The extent to which a psychological connection is formed between a website and its visitors	(Tiago & Veríssimo, 2014)(Acharjya & Das, 2017)
Helpfulness	The awareness and perception of review being helpful to readers.	(Agatston, Kowalski, & Limber, 2007)(Kotsi et al., 2018)

Constructs	Definitions	Authors
Preference of information source	Hierarchical prioritization of a customer of the usage of information that originates from different sources for the purpose of purchase decision making.	(Jonnalagedda, 2011)(Liu et al., 2016)
Source Credibility	Message source's perceived ability (expertise)or motivation to provide accurate and truthful information (trustworthiness)	(Litvin & Rosene, 2018)
Expertise	The experience of a brand to provide good products and services	(Mulky, 2013)(Mahapatra, Sreekumar, & Mahapatra, 2010)
Trustworthiness	Trustworthiness is the level of honesty, reliability, credibility and constancy	(Tucker et al., 2016)(Hajli, 2014)
Attractiveness (Similarity, Familiarity, Likability)	Attractiveness encompasses similarly, familiarity and likability and reflects the extent to which the receiver identifies with the source. Similarity is the resemblance between the source and receiver Familiarity is the knowledge of the source through exposure or past association whereby a level of comfort with the source is established for the receiver like ability is the affection for the source as a result of physical appearance, behavior, or other personal traits (talents, personality, etc.)	(Smith & Soonieus, 2020)
Disclosure of identity	The disclosure of one's identity to others one	(Ceric, D'Alessandro, Soutar, & Johnson, 2016)
Shared geographical location	Members of the online community who are from the same geographic region	(Summers, 2019)

Constructs	Definitions	Authors
Electronic tie	The level of intensity of a electronic relationship between two individuals.	(Wang, Wang, Jiang, Yang, & Cui, 2016), (Yen & Abosag, 2016)
Matching	The degree to which pairs of individuals are similar in age, gender, education, and Electronic status	(Rath & Bharadwaj, 2014)
Argument quality Relevance Timeliness Accuracy Comprehensiveness	Argument quality refers to the persuasive strength of arguments embedded in an informational message Relevance refers to the extent to which the messages are applicable and useful for decision making. Timeliness concerns whether the messages are current, timely, and up-to-date. Accuracy concerns reliability of the messages/arguments. It also represents user's perception that the information is correct (Wixom and Todd, 2005) Comprehensiveness of messages refers to their completeness	(C. Miao et al., 2016), (C. Miao et al., 2016) (Mishra, 2016) (Gasteren, 2011)(Barrow, 2016)(Ashraf, Razzaque, & Thongpapanl, 2016)
Disconfirming information	Information content in messages that is inconsistent with one's previously held understandings and beliefs.	(Feuerriegel & Prendinger, 2016; Wessel et al., 2016;
EMM review credibility	The perceived ability or motivation to provide accurate and truthful information.	(Allen, Stanton, Di Pietro, & Moseley, 2013; Cheung, 2010; David-Ferdon & Hertz, 2007; Winkler et al., 2016)
Argument strength	The extent to which the message receiver views the argument as convincing or valid in supporting its position.	(Barrow, 2016; Feuerriegel & Prendinger, 2016),,(R. Kumar et al., 2015)

Constructs	Definitions	Authors
Recommendation framing (Valence)	The valence of EMM Message and whether it is positive or negative.	(C. C. Chen et al., 2016; C. F. Miao & Wang, 2016; Sawyer, 2011)
Recommendation sidedness	The extent to which message arguments recognize and attempt to refute opposing viewpoints	(Williams, Ashill, & Thirkell, 2016)
Recommendation consistency	The extent to which the current EMM recommendation is consistent with other contributors' experiences concerning the same product or service evaluation	(Hansen & Levin, 2016; Liu et al., 2016)
Recommendation rating	The overall rating given by other readers on an EMM recommendation current review	(Farhadloo et al., 2016; Wessel et al., 2016)
Length of review	Total number of type characters in a piece of review	(Allen et al., 2013)
Number of review	The total number of posted reviews	(Reimer & Benkenstein, 2016)
Review Type	Different orientation of a review	(Sánchez et al., 2018)
Visual cues	Any image (a form of communication) posted by a reviewer and directed at other consumers when evaluating the characteristics of a particular good or service.	(Rath & Bharadwaj, 2014; Sánchez et al., 2018; Xu & Ye, 2018)
Dispersion	The degree to which arguments/messages vary from one another.	(Feuerriegel & Prendinger, 2016)

Table A6. Purpose and types of existing electronic networks; Smith & Soonieus, 2020).
Compiled by Author, 2020

Purpose	Examples of existing networks	Statistics of use (All by 2019-2020)	Advantages of use
Pesonnal Electronic networks	Facebook Twitter Skype Whapp Viber Line Tiktok Wechat	Facebook: 83% of women & 75% of men. Twitter: 34% of twitter users are females and 66% are males. WhatsApp has 1.5 billion active users in 180 countries. Line: 194 million users (by 2019). Viber: 1 billion users (by 2020). Tiktok: 500 million users (by 2019).	Brands using Personnel Electroncic Networks can easly connect online with their customers. Brand can build relashionship with consumers through awarness and creativity.
Electronic Media Marketing sharing networks	Instagram, Snapchat Vimeo Youtube Netflix Youku Eros Hotstar Iqiyi Douyu	Instagram: 1 billion active monthly users (by 2020). - Snapchat: 218 Million daily active users (by 2020) Vimeo: 1billion active monthly users (by 2020). Netflix:106.05 million subsribers (by 2020) Douyu:280.09 million registred users (by 2019) Iqiyi: More than 9.4 million hours spent on iqiyi monthly (by 2019).	These Electronic Media Marketing sharing networks leads advertising support online, television or movies, that focus on fully licensed and professionally produced content. Bands build a strong relationship with audience by sharing their image, products and services.

Purpose	Examples of existing networks	Statistics of use (All by 2019-2020)	Advantages of use
Discussion forums	Reddit Quora Digg Elakiri Fark Medium Totse Wattpad	Reddit: 430 million us-ers (by 2020) Quora: 300 million monthly quora users (by 2019) Digg: no data Fark: 12 000 users (by 2019) whattpad : no data	These dicsussions forums are used for market research and advertising. Moroever, they are a collective knowledge forums that open culture of many brands to-gether.
Bookmarking and content curation networks	Pinterest Flip-board Snapchat Alphabet	Pinterest: 322 million active users monthly (by 2019). Flipboard:145 million users (by 2019). Alphabet: 54000 people (by 2020)	Bookmarking and content curation networks are highly effective for driving brand awarness. Brands make an engagement with customer within website traffic by trending content and EMM, discovering and sharing visual content, and also obtimizing images and headlines.

Purpose	Examples of existing networks	Statistics of use (All by 2019-2020)	Advantages of use
Consumer review networks	Yelp Zomato TripAdvisor Booking.com Homeaway Kayak Cleartrip Just Eat Bookatable ClubKviar LimeTray, Swiggy Uber Eats	Yelp: 180 million users monthly (by 2019). Zomato: 90 million visitors monthly (by 2019). TripAdvisor: 460 Million unique visitors (by 2019). Booking.com: 748 Million unique visitor (by 2019) Homeaway : Number of property listing : 1.8 million Kayak: 2 billion consumer queries each year (by 2019) Cleartrip : Number of flight tickets : 7 M ; Number of hotels room : 1.5 M (by 2019)	88 % of consumers trust online reviews as much as a personal recommendation and comments. Positive reviews bring Electronic Media Marketing proof to-claims, suggestions and objections.
Blogging and publishing networks	WordPress Tumblr Medium Twitter Verizon Media Group Kakao WordPress MassRoots	Twitter : 79% ; The top three countries Japan (36.7 million users), Saudi Arabia (9.9 million), and Turkey (8.6 million). Tumblr : 437 M visitors monthly , 491.1 M blogs (by 2020)	These blogging and publishing networks are considered a web/online publishing, in the process of creating and uploading websites, posting blogs and updating wewpages. Brands can simply published content including text, images, videos or other types of EMM. These blogging create a relationship between brand and consumers considering the best image of the brand and the satisfaction of the consumer.

Purpose	Examples of existing networks	Statistics of use (All by 2019-2020)	Advantages of use
Electronic shopping networks	Polyvore Etsy Fancy Lightinthebox Ali Express Ali baba Wanelo Origami Roposo Phonepe	Ali Express: 200 M users (by 2019) Ali Express: 150 M users (by 2019) Wanelo : 550 stores and 11M users (by 2019) Origami : 15 M users Roposo : No Data Phonepe : 175 M users	70% return after ad to buy from these personalized Electronic shopping networks. Brands build awareness and customer engagement by adding Electronic Elements by selling through new channels.
Interest-based networks	Goodreads Houzz Last.fm Bookshout BookGlutton Fictfact Trevor Showme GoodPx	- Goodbreads : More than 2.3 billions books are added; More than 80 Millions reviews ; Average of Monthly visitos : 50 millions. GoodPx : 10 million users (by 2020) Houzz : 40 million users	Interest Based Networks spread interesting and focusing on a specif subject. Brand make through awareness and creativity an engagement and commitment with consumers.
Sharing Economy Networks	Airbnb Uber Taskrabbit Trivago Lyft Gett Didi Ola Zoom car	Airbnb: 3 million hosts; 150 million users (by 2019). Uber: 103 million active users monthly. Lyft: 30 M riders; 1 Billion ride; market share 35 %. Didi : more than 1 Billion ride ; 1 billion total investment (byy 2019).	Shadring Economy Networks are used by brand to facilitate their building image and share it in the online Market. Brands profit from these networks to advertise, share, offer services, trade, operate and engage customers.

Purpose	Examples of existing networks	Statistics of use (All by 2019-2020)	Advantages of use
Professional	Linkdlin Reseach Gate Academia Xing Indeed Glassdoor Viadeo Ziprecruiter Elsevier Scopus Science direct Mendeley	Linkdlin: More than 660 million users (by 2019). Xing: More than 250 million users. Elsevier: 1.8 million unique authors worldwide submitted 1.3 million manuscripts (by 2019). Scopus : 11,678 publishers ;	Professional Networks Sites are expertised site managed by professional brands. They permit to find professionnals and focus on business connection then work professionnaly and find interest listing users.
Education	Moodle MIT, anydesk, Open-CourseWare Edmodo Google classroom TedEd Zoom, WebEx Skype Teamviewer	Skype: 300 M monthly users. Edmodo: 400 000 schools use edmodo worldwide. Moodle: 410 000 schools use moodle and zoom. Teamviewer: no data.	Education Network Sites are used to connect with others with same interest and share information. For Brand Building, there is no specific interest or advantage to use these types of Network sites.
Wikis	Wikipedia Britannica Zoho Encyclopedia Owler Namely	-80 billions pages view average per month -Active users: no data	No clear or real Benefits for Brand Building.

Purpose	Examples of existing networks	Statistics of use (All by 2019-2020)	Advantages of use
MultiMedia	Youtube Vimeo Twitch. Dailymotion Metacafe Photobucket Flickr Veoh Blip.tv	More than 80 % of users have accounts with 80 different langages worldwide. 400 hours of videos are uploaded every minutes on youtube, flickr and vimeo.	MultiMedia Networks help brand to fast grow in the online market through live and animated demonstration and fast growing image. Brand shows competency and quality of content in advertising in order to attain customer satisfaction and maximizing revenues.

Table A7. Summary of articles about EMM

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
AMERICAN SCIENTIFICS ARTICLES	Syrgiannis C. – 2019 Bozhikin I. Macke – 2019 Ralf Dewenter – 2019 Laura E. Levine – 2019 Amy L. Kotsenas – 2019 Barbora Padrtova – 2019 Dominic Duval – 2019 Sindhu Preetham – 2019 Pradhan Rudra – 2018 Gonzalo Luna–Cortés – 2018 Katerina Tsetsura – 2018	Barbora Padrtova – 2019 Dominic Duval – 2019 Sindhu Preetham – 2019 Pradhan Rudra – 2018 Jennifer Malat – 2018 Min Tang – 2018 Mahmoud S. Alhaddad – 2018 Julia Felicitas Schwendner – 2018 Holly M. Bik1 – 2017 Winkler – 2016 Alden – 2016 Rahman – 2016	Rafael Prieto Curiel – 2019 Amy L. Kotsenas – 2019 Sindhu Preetham – 2019 Pradhan Rudra – 2018 Katerina Tsetsura – 2018 Jennifer Malat – 2018 Min Tang – 2018 Roslyn L. Gerwin – 2018 Mahmoud S. Alhaddad – 2018 Nafaâ Jabeur – 2018 Holly M. Bik1 – 2017	Laura E. Levine – 2019 Rafael Prieto Curiel – 2019 Amy L. Kotsenas – 2019 Dominic Duval – 2019 Pradhan Rudra – 2018 Gonzalo Luna–Cortés – 2018 Julia Felicitas Schwendner – 2018 Holly M. Bik1 – 2017 Soroush Aramideh – 2017 Laxmeesh Mike Nayak – 2017 Gianluigi Guido – 2016

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
	Jennifer Malat – 2018 Min Tang – 2018 Roslyn L. Gerwin – 2018 Mahmoud S. Alhaddad – 2018 Julia Felicitas Schwendner – 2018 Holly M. Bik1 – 2017 Gianluigi Guido – 2016 Winkler – 2016 Alden – 2016 Rahman – 2016 Shahzad Ali M. – 2016 Reimer Thomas – 2016 Ceric Arnela – 2016 Charis Thompson – 2016 Priem Heather A. – 2011 Adhia Hasmukh – 2010 Nicole B. Ellison – 2007 Wang, Eric T. G. Keamy–Minor, Emily Colin Ramage	Shahzad Ali M. – 2016 Charis Thompson – 2016 Neil A. Morgan – 2009 Richard J. Varey – 2008 Kalaignanam T. Kushwaha – 2008 Gometz Gianmarco	Soroush Ara-mideh – 2017 Hall Hanna – Peszko – 2016 Alden – 2016 Rahman – 2016 Shahzad Ali M. – 2016 Reimer Thomas – 2016 Ceric Arnela – 2016 Priem Heather A. – 2011 Adhia Hasmukh – 2010 Kalaignanam T. Kushwaha – 2008 Nicole B. Ellison – 2007 Gometz Gianmarco Colin Ramage Gometz Gianmarco	Winkler – 2016 Alden – 2016 Rahman – 2016 Shahzad Ali M. – 2016 Ceric Arnela – 2016 Charis Thompson – 2016 Priem Heather A. – 2011 Adhia Hasmukh – 2010 Richard J. Varey – 2008 Kalaignanam T. Kushwaha – 2008 Nicole B. Ellison – 2007 Gometz Gianmarco

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
ASIAN SCIENTIFICS ARTICLES	Bumsoo Kim – 2019 Maged Ali – 2019 Y Purnomo – 2018 Marije L. Teerling – 2009 Russell S. Winer – 2009 Angela Dobele – 2005 Chen Y.L. Stubb C. White C.J.	Liu – 2019 Joshua P Nickerson – 2019 Mar Gómez – 2019 Anjala S. Krishen – 2019 Maged Ali – 2019 Bang Nguyen – 2018 Suzanne Amaro – 2016 Zongchao Li – 2016 Sang–Yong Tom Lee – 2015 Laura F. Bright – 2015 Marije L. Teerling – 2009 Russell S. Winer – 2009 Mariko Kishi – 2008 Angela Dobele – 2005 Shu–Hsien Liao – 2004 Shi M. Barcelos R.H. Fassnacht M. White C.J. Carlson J.	Joshua P Nickerson – 2019 Anjala S. Krishen – 2019 Bumsoo Kim – 2019 Bumsoo Kim – 2019 Bang Nguyen – 2018 Kimberly W. – 2016 Naif M. Alotaibi – 2016 Dohoon Kim – 2016 Suzanne Amaro – 2016 Eugene Brusilovskiy – 2016 Jonghyun Han – 2016 Zongchao Li – 2016 Farzana Parveen – 2015 Jeanmarie Carr – 2015 Laura F. Bright – 2015 Erin A. Vogel – 2015 Te–Lin Chung – 2015 Marie Czenko Kuechel – 2010 H. Wesley Perkins – 2010 Gabriela Kennedy – 2009	Liu – 2019 Joshua P Nickerson – 2019 Bumsoo Kim – 2019 Maged Ali – 2019 Bang Nguyen – 2018 Y Purnomo – 2018 Naif M. Alotaibi – 2016 Dohoon Kim – 2016 Zongchao Li – 2016 Farzana Parveen – 2015 Jeanmarie Carr – 2015 Te–Lin Chung – 2015 H. Wesley Perkins – 2010 David A. Soberman – 2009 Saeed Samiee – 2008 Eric T. Brey – 2007 Shu–Hsien Liao – 2004 Shi M. Daems K. Majumdar A. Fassnacht M.

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
			David A. Soberman – 2009 Marije L. Teerling – 2009 Saeed Samiee – 2008 Angela Dobele – 2005 Chen Y.L. Shi M. Barcelos R.H. Fassnacht M. Stubb C. Wang W. Tagashira T. Fatima A.	
EUROPEAN SCIENTIFICS ARTICLES	Sener A. – 2019 De Zuniga – 2019 Arif Alper Cevik – 2016 Ilhem Allagui – 2016 Horia–Nicolai – 2016 Dipti Patel – 2015 Marten Risius – 2015 Michel Laroche – 2009 S. L Jarvenpaa – 2000 Pucihar A. Swadźba U.	Hayes – 2017 Martina Drahošová – 2017 Ahmet Uşaklı – 2017 Vida Davidavičienė – 2016 Gianfranco Walsh – 2016 Stefania Manca – 2016 María–Dolores Guillamón – 2016 ngeles Moreno – 2015 Bang Nguyen 2015 Mariam El Ouirdi – 2015 Dipti Patel – 2015	Sener A. – 2019 De Zuniga – 2019 Hayes – 2017 Arif Alper Cevik – 2016 Ilhem Allagui – 2016 Gianfranco Walsh – 2016 Stefania Manca – 2016 María–Dolores Guillamón – 2016 Bang Nguyen 2015 Jeanmarie Carr – 2015 Alžbeta Kiráľová – 2015 Alma Pentescu – 2015	Vida Davidavičienė – 2016 Arif Alper Cevik – 2016 Horia–Nicolai – 2016 ngeles Moreno – 2015 Amit M. Schejter – 2015 Jeanmarie Carr – 2015 Alma Pentescu – 2015 Nikoletta–Theofania Siamagka – 2015 L. DeNardis – 2015 Maria Karakiza – 2015 J. Bernabé–Moreno – 2015

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
		Nikoletta Si-amagka – 2015	Marten Risius – 2015	Merve Genç – 2015
		L. DeNardis – 2015	Maria Karakiza – 2015	Chiara Valentini – 2015
		Merve Genç – 2015	Abeed Sarker – 2015	Scott R. Steele – 2015
		Chiara Valentini – 2015	J. Bernabé–Moreno – 2015	Michel Laroche – 2009
		alerijs Praude – 2015	Chiara Valentini – 2015	Ashutosh Prasad – 2003
		Scott R. Steele – 2015	ngeles Moreno – 2015	S. L Jarvenpaa – 2000
		Bang Nguyen – 2014	Randolph E. Bucklin – 2009	Högberg J.
		Abhijit Roy – 2010	Riquelme I.P.	Pucihar A.
		Andreas M. Kaplan – 2009	Salminen J.	Villegas Aguilera Burger Dennis
		Michel Laroche – 2009	Swadźba U.	Alikperov Igor
		Clyde A. Warden – 2008	Tan	Barbu Dragos
		S. L Jarvenpaa – 2000	Merve Genç	
		Högberg J.		
		Moldovan S.		
		Villegas Aguilera Burger Dennis		
		Alikperov Igor		
		Barbu Dragos		
		Merve Genç		
	Performance us-ing ICT	Consumer behav-ior and satisfac-tion	Challenges of Brand Building	Gaps in using ICT

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
AMERICAN SCIENTIFICS ARTICLES	Bozhikin I. Macke – 2019 Laura E. Levine – 2019 Rafael Prieto Curiel – 2019 Pradhan Rudra – 2018 Gonzalo Luna–Cortés – 2018 Nafaâ Jabeur – 2018 Holly M. Bik1 – 2017 Soroush Aramideh – 2017 Laxmeesh Mike Nayak – 2017 Hall Hanna – Peszko – 2016 Jason Y. C. Ho – 2010 Wang, Eric T. G. Arya V. Sethi Gometz Gianmarco Colin Ramage Gometz Gianmarco	Syrgiannis C. – 2019 Laura E. Levine – 2019 Rafael Prieto Curiel – 2019 Amy L. Kotsenas – 2019 Barbora Padrtova – 2019 ukáš Lehotský – 2019 Sindhu Preetham – 2019 Pradhan Rudra – 2018 Gonzalo Luna–Cortés – 2018 Katerina Tsetsura – 2018 Min Tang – 2018 Roslyn L. Gerwin – 2018 Mahmoud S. Alhaddad – 2018 Julia Felicitas Schwendner – 2018 Holly M. Bik1 – 2017 Laxmeesh Mike Nayak – 2017 Hall Hanna – Peszko – 2016 Gianluigi Guido – 2016 Alden – 2016 Rahman – 2016 Shahzad Ali M. – 2016	Rafael Prieto Curiel – 2019 ukáš Lehotský – 2019 Dominic Duval – 2019 Gonzalo Luna–Cortés – 2018 Jennifer Malat – 2018 Mahmoud S. Alhaddad – 2018 Nafaâ Jabeur – 2018 Laxmeesh Mike Nayak – 2017 Winkler – 2016 Shahzad Ali M. – 2016 Reimer Thomas – 2016 Priem Heather A. – 2011 Jason Y. C. Ho – 2010 Colin Ramage Gometz Gianmarco	Rafael Prieto Curiel – 2019 Barbora Padrtova – 2019 Gonzalo Luna–Cortés – 2018 Min Tang – 2018 Mahmoud S. Alhaddad – 2018 Julia Felicitas Schwendner – 2018 Soroush Aramideh – 2017 Laxmeesh Mike Nayak – 2017 Hall Hanna – Peszko – 2016 Ceric Arnela – 2016 Charis Thompson – 2016 Kalaignanam T. Kushwaha – 2008 Wang, Eric T. G. Arya V. Sethi

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
		Charis Thompson – 2016 Priem Heather A. – 2011 Adhia Hasmukh – 2010 Jason Y. C. Ho – 2010 Richard J. Varey – 2008 Nicole B. Ellison – 2007 Colin Ramage		
ASIAN SCIENTIFICS ARTICLES	Joshua P Nickerson – 2019 Mar Gómez – 2019 Anjala S. Krishen – 2019 Bumsoo Kim – 2019 Bumsoo Kim – 2019 Suzanne Amaro – 2016 Jonghyun Han – 2016 Sang–Yong Tom Lee – 2015 Farzana Parveen – 2015 Te–Lin Chung – 2015 Marie Czenko Kuechel – 2010 Gabriela Kennedy – 2009 Saeed Samiee – 2008	Mar Gómez – 2019 Anjala S. Krishen – 2019 Y Purnomo – 2018 Naif M. Alotaibi – 2016 Dohoon Kim – 2016 Eugene Brusilovskiy – 2016 Zongchao Li – 2016 Erin A. Vogel – 2015 Marije L. Teerling – 2009 Shu–Hsien Liao – 2004 Chen Y.L. Majumdar A. Fatima A.	Liu – 2019 Mar Gómez – 2019 Bumsoo Kim – 2019 Maged Ali – 2019 Jonghyun Han – 2016 Sang–Yong Tom Lee – 2015 Jeanmarie Carr – 2015 Laura F. Bright – 2015 Te–Lin Chung – 2015 Marie Czenko Kuechel – 2010 David A. Soberman – 2009 Russell S. Winer – 2009 Mariko Kishi – 2008 Stubb C. Carlson J.	Liu – 2019 Joshua P Nickerson – 2019 Mar Gómez – 2019 Anjala S. Krishen – 2019 Bang Nguyen – 2018 Dohoon Kim – 2016 Eugene Brusilovskiy – 2016 Farzana Parveen – 2015 Jeanmarie Carr – 2015 Erin A. Vogel – 2015 Te–Lin Chung – 2015 Gabriela Kennedy – 2009 Mariko Kishi – 2008 Eric T. Brey – 2007

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
	Angela Dobele – 2005 Daems K. Majumdar A. White C.J. Carlson J.		Wang W. Tagashira T.	Angela Dobele – 2005 Majumdar A. Fassnacht M. Stubb C. White C.J. Wang W.
EUROPEAN SCIENTIFICS ARTICLES	Sener A. – 2019 Ahmet Uşaklı – 2017 María–Dolores Guillamón – 2016 Amit M. Schejter – 2015 Mariam El Ouirdi – 2015 Alma Pentescu – 2015 Dipti Patel – 2015 L. DeNardis – 2015 ngeles Moreno – 2015 alerijs Praude – 2015 Bang Nguyen – 2014 Abhijit Roy – 2010 Andreas M. Kaplan – 2009 Randolph E. Bucklin – 2009 Clyde A. Warden – 2008 Moldovan S. Riquelme I.P. Salminen J.	De Zuniga – 2019 Hayes – 2017 Martina Drahošová – 2017 Vida Davidavičienė – 2016 Ilhem Allagui – 2016 Gianfranco Walsh – 2016 Stefania Manca – 2016 María–Dolores Guillamón – 2016 ngeles Moreno – 2015 Bang Nguyen 2015 Jeanmarie Carr – 2015 Alžbeta Kiráľová – 2015 Marten Risius – 2015 Nikoletta–Theofania Siamagka – 2015 L. DeNardis – 2015 Maria Karakiza – 2015	Sener A. – 2019 Arif Alper Cevik – 2016 Horia–Nicolai – 2016 María–Dolores Guillamón – 2016 Dipti Patel – 2015 Maria Karakiza – 2015 Abeed Sarker – 2015 Chiara Valentini – 2015 ngeles Moreno – 2015 alerijs Praude – 2015 Scott R. Steele – 2015 Abhijit Roy – 2010 Andreas M. Kaplan – 2009 Randolph E. Bucklin – 2009 S. L Jarvenpaa – 2000 Moldovan S. Salminen J. Swadźba U.	De Zuniga – 2019 Hayes – 2017 Martina Drahošová – 2017 Ahmet Uşaklı – 2017 Ilhem Allagui – 2016 Gianfranco Walsh – 2016 Stefania Manca – 2016 Bang Nguyen 2015 Amit M. Schejter – 2015 Mariam El Ouirdi – 2015 Alžbeta Kiráľová – 2015 Marten Risius – 2015 Nikoletta–Theofania Siamagka – 2015 Abeed Sarker – 2015 J. Bernabé–Moreno – 2015 Merve Genç – 2015

	EMM	Benefits of using EMM	Effectiveness of EMM	Improvements of EMM
	Villegas Aguilera Tan Merve Genç	J. Bernabé–Moreno – 2015 Merve Genç – 2015 alerijs Praude – 2015 Abhijit Roy – 2010 Ashutosh Prasad – 2003 S. L Jarvenpaa – 2000 Högberg J. Pucihar A. Villegas Aguilera Alikperov Igor Barbu Dragos	Burger Dennis Tan Merve Genç	Bang Nguyen – 2014 Clyde A. Warden – 2008 Ashutosh Prasad – 2003 S. L Jarvenpaa – 2000 Riquelme I.P. Pucihar A. Alikperov Igor Barbu Dragos