Προτεινόμενη βιβλιογραφία για τα μαθήματα:

- **Social Media Marketing**
- **Content Marketing and Management**

Γενικά

- Ananny, Mike. (2014). Networked Press Freedom and Social Media: Tracing Historical and Contemporary Forces in Press-Public Relations. Journal of Computer-Mediated Communication 19 (4), 938–56.

- Amanatidis, D., Mylona, I., Mamalis, S., Kamenidou, IE, (2020). 'Social media for cultural communication: A critical investigation of museums' Instagram practices'. Journal of Tourism, Heritage & Services Marketing,6 (2), 38-44.

- Araujo, T. and Neijens, P. (2012). Friend me: which factors influence top global brands participation in social networking sites, Internet Research, 22 (5), 626-640.

- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). "Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy". Business Horizons, 55(3), 261–271.

- Boyd, D.M. and Ellison, N.B. (2008). Social network sites: definition, history and scholarship. Journal of Computer-Mediated Communication, 1(1), 210-230.

- Brennan, R. and Croft, R. (2012). The use of social media in B2B marketing and branding: an exploratory study. Journal of Consumer Behaviour, 11(2),101-115

- Brocato, E. D., White, N. J., Bartkus, K., & Brocato, A. A. (2015). Social media and marketing education: A review of current practices in curriculum development. Journal of Marketing Education, 37(2), 76-87.

- Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L. (2013). Consumer engagement in a virtual brand community: an exploratory study", Journal of Business Research, 66 (1), 105-114

- Chung, T.-L., Marcketti, S., & Fiore, A. (2014). Use of social networking services for marketing art museums. Museum Management and Curatorship, 29(2), 188–205.

- Constantinides, E. & Fountain, S.J. 2008, "Web 2.0: Conceptual foundations and marketing issues", Journal of Direct, Data and Digital Marketing Practice, vol. 9, no. 3, pp. 231-244.

- Chatzithomas, N., Boutsouki, N., Chatzithomas, L. and Zotos, Y. (2014). Social media advertising platforms: a cross-cultural study, International Journal of Strategic Innovative Marketing, 1(2)

- Coelho, R.L.F., de Oliveira, D.S. and de Almeida, M.I.S. (2016). Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics, Online Information Review, 40(4), 458-471.

- Cvijikj, I.P. and Michahelles, F. (2013). Online engagement factors on Facebook brand pages. Social Network Analysis and Mining, 3 (4), 843-861.

- Chu, C. and Luckanavanich, S. (2018). The Influence of Social Media Use and Travel Motivation on The Perceived Destination Image and Travel Intention to Taiwan of The Thai People. International Journal of Arts and Commerce, ISSN 1929-7106

- Huertas A, Marine-Roig E (2016). User reactions to destination brand contents in social media. Inf Technol Tour 15(4), 291–315

- Godey, B., Manthiou, A. et al. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior, Journal of Business Research, 69 (12), 5833–5841.

- Kavoura, A. & Stavrianea, A. (2014). Economic and social aspects from social media's implementation as a strategic innovative marketing tool in the tourism industry. Procedia Economics and Finance, 14, 303-312

- Kavoura, A., & Sylaiou, S. (2018). Effective cultural communication via information and communication technologies and social media use. Στο M. Khosrow-Pour (Επιμ.),

Encyclopedia of information science and technology (4η έκδ., σσ. 7002–7013). Hershey PA: IGI Global.

- Kaplan, A.M. and Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media, Business Horizon, 53 (1), 59-68.

- Keitzmann, J.H., Hermkens, K., McCarthy, I.P. and Silvestre, B.S. (2011), Social media? Get serious! understanding the functional building blocks of social media, Business Horizons, 54(3), 241-251

- Khadim, R. A., Zafar, B., Younis, M., & Nadeem, M. A. (2014). Social media communication and consumer brand perceptions. International Journal of Social Sciences and Management Studies, 1(1), 12–20.

- Kim, A.J. and Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand, Journal of Business Research, 65(6), 1480-1486.

- Kohli, C., Suri, R. & Kapoor, A. (2015). Will Social Media Kill Branding? Business Horizons, 58(1), 35–44.

- Κυπριανίδου, Ε., Παπαδάκη, Ε. (2018), «Το ψηφιακό μάρκετινγκ σε μουσεία τέχνης και οργανισμούς παραστατικών τεχνών», στο Θεοδοσίου, Α., Παπαδάκη, Ε. Πολιτιστικές βιομηχανίες και Τεχνοπολιτισμός, Αθήνα: Νήσος

- Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. Journal of Travel & Tourism Marketing, 30 (1–2), 3–22

- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. Journal of Hospitality & Tourism Research, 39(2), 147–169.

- Mangold, W.G. and Faulds, D.J. (2009). Social media: The new hybrid element of the promotion mix. Business Horizons, 52, 357-365

- Mavragani, E., Nikolaidou, P., Theodoraki, E., (2019). Traveler segmentation through Social Media for intercultural marketing purposes: The case of Halkidiki. JTHSM, 5(1), pp. 15-23.

- Misirlis, N., Lekakos, G., Vlachopoulou, M. (2018). Associating Facebook Measurable Activities with Personality Traits: A Fuzzy Sets Approach. JTHSM, 4(2), pp. 10-16.

- Nadkarni, A. and Hofmann, S.G. (2012) 'Why do people use Facebook?', Personality and Individual Differences, 52 (3),243–249.

- Nikolaidou, A. & Mylona, I., (2020). Promotional Greek screen industries: Branded entertainment in the digital age, Journal of Greek Media & Culture, 6 (2), 241-259.

- Orosz, G., Tóth-Király, I. and Bőthe, B. (2015) 'Four facets of Facebook intensity – the development of the multidimensional Facebook intensity scale', Personality and Individual Differences, 100(10), 95–104.

- Peters, K., Chen, Y., Kaplan, A. M. Ognibeni, B., & Pauwels, K. (2013). Social Media Metrics - A Framework and Guidelines for Managing Social Media. Journal of Interactive Marketing, 27(4), 281-98

- Shrum, L.J. (2002). Media consumption and perceptions of social reality: effects and underlying processes, in Bryant, J. and Zillmann, D. (Eds), Media Effects: Advances in Theory and Research, Lawrence Erlbaum, Mahwah, NJ, pp. 69-95.

- Sinclaire, J.K. and Vogus, C.E. (2011). Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations. Information Technology Management. 12(4), 293-314.

- Singla, N., & Arora, R. S. (2015). Social media and consumer decision making: A study of university students. International Journal of Marketing & Business Communication, 4(4), 33-37.

- Taylor, D.G., Lewin, J.E. and Strutton, D. (2011). Friends, fans, and followers: do ads work on social networks? How gender and age shape receptivity. Journal of Advertising Research, 51 (1), 258-275.

- Treem, J.W. and Leonardi, P.M. (2012). Social media use in organizations: exploring the affordances of visibility, edibility, persistence and association. Communication Yearbook, 36, 143-189.

- Tiago, T.P.M.B and Verıssimo J.M.C. (2014). Digital marketing and social media: Why bother?. Business Horizons, 57, 695—702.

- Tsai, W.S. and Men, L.R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. Journal of Interactive Advertising, 13(2),76-87.

- Tuten, T., & Solomon, M. (2015). Social media marketing. London: Sage.

- Verma, R., Stock, D., McCarthy, L., (2012). Customer preferences for online, social media, and mobile innovations in the hospitality industry. Cornell Hospitality Quarterly, 53 (3)

- Vlachvei, A. and Notta, O. (2014). Social media adoption and managers' perceptions. International Journal of Strategic Innovative Marketing 1, 61-73.

- Xiang, Z., Du, Q., Ma, Y., Fan, W. (2017). A comparative analysis of major online review platforms: implications for social media analytics in hospitality and tourism, Tour. Manag., 58, 51-65.

Facebook

- Forouzandeh, S., Soltanpanah, H., & Sheikhahmadi, A. (2014). Content marketing through data mining on Facebook social network. Webology,11(1), 1.

- Dekay, S.H. (2012). How large companies react to negative Facebook comments. Corporate Communications: An International Journal, 17 (3), 289-299

- Lee, S. and M. Cho, (2011). Social media use in a mobile broadband environment: examination of determinants of twitter and Facebook use, International Journal of Mobile Marketing, 6 (2),71–87.

- Lipsman, A., Mudd, G., Rich, M. and Bruich, S. (2012), "The power of 'like'. How brands reach (and influence) fans through social-media marketing", Journal of Advertising Research, 5(1), 40-52.

- Malik, A., Dhir, A., & Nieminen, M. (2016). Uses and gratifications of digital photo sharing on Facebook. Telematics and Informatics, 33, 129-138

- Papacharissi, Z. (2009). The Virtual Geographies of Social Networks: A Comparative Analysis of Facebook, LinkedIn and A Small World. New Media & Society, 1(1-2), 199–220.

- Quan-Haase A. & Young A.L. (2010). Uses and gratifications of social media: a comparison of Facebook and instant messaging. Bulletin of Science Technology Society, 30(5), 350–361.

- Raacke, J. and Bonds-Raacke, J. (2008). Myspace and Facebook: applying the uses and gratification theory to exploring friend-networking sites. Cyberpsychology and Behavior, 11(2), 169-174.

- Ryan, T. and Xenos, S. (2011). Who uses Facebook? An investigation into the relationship between the big five, shyness, narcissism, loneliness, and Facebook usage. Computers in Human Behavior, 27(5), 1658–1664.

- Sabate, F., Berbegal-Mirabent, J., Canabate, A. and Lebherz, P.R. (2014). Factors influencing popularity of branded content in Facebook fan pages", European Management Journal, 32(6), 1001-1011

- Seidman, G. (2013). Self-presentation and belonging on Facebook: how personality influences social media use and motivations. Personality and Individual Differences, 54(3), 402–407.

- Shareef, M.A., Mukerji, B., Dwivedi, Y.K., Rana, N.P., Islam, R., (2019). Social media marketing: Comparative effect of advertisement sources. Journal of Retailing and Consumer Services, 46, 58 – 69.

- Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? Journal of Interactive Marketing, 26(2), 102–113.

- Shen, B. and Bissell, K. (2013). Social media, social me: a content analysis of beauty companies' use of Facebook in marketing and branding. Journal of Promotion Management, 19(5), 629-651.

- Wirth, J., C. Maier, S. Laumer, and T, Weitzel, Drivers and Consequences of Frustration When Using Social Networking Services. A Quantitative Analysis of Facebook Users, Twenty-first Americas Conference on Information Systems, Puerto Rico, 2015

- Wong, C.B. (2012). Facebook usage by small and medium-sized enterprise: the role of domain-specific innovativeness. Global Journal of Computer Science and Technology, 12 (4), 52-59.

Instagram

- Bakhshi, S., Shamma, DA., Gilbert, E. (2014). Faces engage us: Photos with faces attract more likes and comments on Instagram. Proceedings of the 32nd Annual ACM conference on Human Factors in Computing Systems. Toronto: ACM, 965–974.

- Carah, N., Shaul, M. (2016). Brands and Instagram: Point, tap, swipe, glance. Mobile Media & Communication, 4(1), 69–84.

- Coelho, R.L.F., de Oliveira, D.S. and de Almeida, M.I.S. (2016). Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics. Online Information Review, 40(4), 458-471.

- De Veirman, M., Cauberghe, V., Hudders, L., (2017). Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude. International Journal of Advertising 36, 798–828.

- Dorsch, I. (2018). Content description on a mobile image sharing service: Hashtags on Instagram. Journal of Information Science Theory and Practice, 6(2), 46-61.

- Geurin-Eagleman, A., & Burch, L. (2016). Communicating via photographs: A gendered analysis of Olympic athletes' visual self-presentation on Instagram. Sport Management Review, 19(2), 133– 145.

- Lavoie, K. A. (2015). Instagram and branding: A case study of Dunkin' Donuts. Elon Journal, 6, 79-90.

- Latiff, Z. A., & Safiee, N. A. S. (2015). New Business Set Up for Branding Strategies on Social Media -Instagram. Procedia Computer Science, 72, 13–23.

- Mukhina, K., Rakitin, S. & Visheratin, A. (2017). Detection of tourist attraction points using Instagram profiles. Computer Science, 108, 2378–2382.

- Muñoz, C. L., & Towner, T. L. (2017). The image is the message: Instagram marketing and the 2016 presidential primary season. Journal of Political Marketing, 1–29.

- Tenkanen, Henrikki; Di Minin, Enrico; Heikinheimo, Vuokko; et al.: (2017.) Instagram, Flickr, or Twitter: assessing the usability of social media data for visitor monitoring in protected areas. Scientific Reports, 7(17615).

- Zappavigna, M. (2016). Social media photography: construing subjectivity in Instagram images. Visual Communication, 15,271–292

- Weilenmann, A., Hillman, T. and Jungselius, B. (2013). Instagram at the Museum: Communicating the Museum Experience through Social Photo Sharing. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems. France: ACM, 1843–1852.

Twitter

- Brems, Cara, Martina Temmerman, Todd Graham, and Marcel Broersma. (2017). Personal Branding on Twitter: How Employed and Freelance Journalists Stage Themselves on Social media. Digital Journalism 5 (4), 443–459

- Bulearca, M. and Bulearca, S. (2010). Twitter: a viable marketing tool for SMEs?", Global Business and Management Research, 2 (4), 296-309.

- Burton, S.; Soboleva, A.; Daellenbach, K.; Basil, D.Z.; Beckman, T.; Deshpande, S. (2017). Helping those who help us: Co-branded and co-created twitter promotion in csr partnerships. J. Brand Manag, 24, 322–333

- Cha, M.; Haddadi, H.; Benevenuto, F.; and Gummadi, P. K. (2010). Measuring user influence in twitter: The million follower fallacy. ICWSM.

- Jansen, B.J., Zhang, M., Sobel, K. and Chowdury, A. (2009). Twitter power: tweets as electronic word of mouth. Journal of the American Society for Information Science and Technology, 60 (11), 2169-2188

- Lee, S. and M. Cho, M (2011). Social media use in a mobile broadband environment: examination of determinants of twitter and facebook use. International Journal of Mobile Marketing, 6(2), 71–87.

- Lou, S. (2017). Applying data analytics to social media advertising: A twitter advertising campaign case study. Journal of Advertising Education, 21(1), 26-32.

- Marwick, A. & Boyd, D. (2010). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. New Media and Society, 13, 114-133.

- McCorkle, D. E., & Payan, J. M. (2017). Using Twitter in the Marketing and Advertising Classroom to Develop Skills for Social Media Marketing and Personal Branding. Journal of Advertising Education, 21(1), Spring.

- Papacharissi, Z. (2012). Without you, I'm nothing: Performances of the self on Twitter. International Journal of Communication,6, 1989–2006.

- Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? Journal of Interactive Marketing, 26(2), 102–113.

- Taecharungroj, V. (2016). Starbucks' marketing communications strategy on Twitter. Journal of Marketing Communications, 7266, 1–19.

- Tenkanen, Henrikki; Di Minin, Enrico; Heikinheimo, Vuokko; et al (2017). Instagram, Flickr, or Twitter: assessing the usability of social media data for visitor monitoring in protected areas. Scientific Reports, 7(17615).
- Xun, J. and Guo, B. (2017). Twitter as customer's eWOM: an empirical study on their impact on firm financial performance, Internet Research, 27 (5),1014-1038.
- Zappavigna, M. (2014). Coffeetweets: bonding around the bean on Twitter. In: Seargeant, P, Tagg, C (eds) The Language of Social Media: Communication and Community on the Internet. Basingstoke: Palgrave Macmillan, 139–160.

Tripadvisor

- Amaral, F., Tiago, T. and Tiago, F. (2014) User-generated content: tourists' profiles on Tripadvisor, International Journal of Strategic Innovative Marketing, 1(3).
- Ayeh, J., N. Au, and R. Law. (2013). Do We Believe in TripAdvisor?—Examining Credibility Perceptions and Online Travelers' Attitude toward Using User-Generated Content. Journal of Travel Research 32 (4), 437–52.
- Chang, Y., Ku, C., & Chen, C. (2017). Social media analytics: Extracting and visualizing Hilton hotel ratings and reviews from TripAdvisor. International Journal of Information Management, (April), 1–17.
- Kladou, S. & Mavragani, E. (2015). Assessing destination image: an online marketing approach and the case of Tripadvisor. Journal of Destination Marketing & Management, 4, 187-93.
- O'Connor, P. (2010). Managing a hotel's image on TripAdvisor. Journal of Hospitality Marketing & Management, 19(7), 754-772.
- Okazaki, S.J. Andreu, L. Campo, S. (2017). Knowledge sharing among tourists via social media: a comparison between Facebook and TripAdvisor, Int. J. Tour. Res. 19 (1), 107–119.
- Valdivia, A., Hrabova, E., and Chaturvedi, L. (2019). Inconsistencies on TripAdvisor reviews: A unified index between users and sentiment analysis methods. Neurocomputing, 353(8), 3–16.
- Yoo, K.-H., Sigala, M., & Gretzel, U. (2016). Exploring TripAdvisor. In R. Egger, I. Gula, & D. Walcher (Eds.), Open tourism: Open innovation, crowdsourcing and cocreation challenging the tourism industry (pp. 239–255). Berlin, Germany: Springer.

- Zhang, H.-Y., P. Ji, P., Wang, J-Q, and Cheng. X-H, (2017). A Novel Decision Support Model for Satisfactory Restaurants Utilizing Social Information: A Case Study of TripAdvisor.com. Tourism Management, 59:281-97.

YouTube

- Balakrishnan, J., & Griffiths, M. D. (2017). Social media addiction: What is the role of content in YouTube? Journal of Behavioral Addictions, 6(3), 364–377
- Ferchaud, Arienne, Jenna Grzeslo, Stephanie Orme, and Jared LaGroue. (2018). Parasocial attributes and YouTube personalities: Exploring content trends across the most subscribed YouTube channels. Computers in Human Behavior 80, 88–96.
- Khan, M.L. (2016). Social media engagement: What motivates user participation and consumption on YouTube? Computers in Human Behavior, 66, 236-247
- Lee, J.E., Watkins, B., (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. Journal of Business Research 69, 5753–5760.
- Schwemmer, C., & Ziewiecki, S. (2018). Social media sellout: The increasing role of product promotion on Youtube. Social Media+ Society, 4(3), 1-20
- Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? Journal of Interactive Marketing, 26(2), 102–113.
- Tan L, Ng SH, Omar A, Karupaiah T. (2018). What's on YouTube? A case study on food and beverage advertising in videos targeted at children on social media. Child Obes, 14(5), 280-290.