A Literature Review on Social Media Research (Mandy Pick)

Sprache/Language: German/ English

Social media plays an increasingly important role for marketers. It changes the business world and redefines how companies communicate with their customers and customers with businesses. Thus, Social Media gained attention, not only from businesses as well by academia. Even first literature reviews, which systematically and structurally proceed on the conducted research on the topic, have already been prepared based on the large number of studies (e.g. Ngai et al. 2015).

The aim of this master thesis is to develop an up-to-date literature review on social media research. The focus should be on the years 2011-2018. In addition, possible gaps in research are to be identified.

Introductory Literature:
