

# Unleashing the Power of Viral Marketing: A Bibliometric Review

**Parveen Kumar (Corresponding Author)**

Senior Research Fellow

Haryana School of Business

Guru Jambheshwar University of Science and Technology, Hisar, India

**Sanjeev Kumar**

Professor

Haryana School of Business

Guru Jambheshwar University of Science and Technology, Hisar, India

## Abstract

This review paper provides a comprehensive overview of viral marketing in social media and digital marketing. It highlights the importance of social media strategies in marketing due to increased usage and changing buying patterns. Viral marketing, which aims to amplify marketing messages, is essential for prominent brands. Limited literature reviews in viral marketing necessitate a comprehensive overview. A bibliometric analysis traced viral marketing's evolution using rigorous quantitative methods. The analysis reveals growth in publications over two decades, top keywords, influential authors, and highly cited articles. The paper concludes by suggesting future research directions. In summary, this review paper offers valuable insights into viral marketing research, its evolution, and key contributors. It is a valuable resource for practitioners and scholars in digital and social media marketing.

**Keywords:** Viral Marketing, Social Media Marketing, Bibliometric Analysis, Digital Marketing, Word-of-Mouth (WOM)

## 1. Introduction

There has been a substantial change in the modern marketing landscape with the digitalization of marketing practices. Owing to the increasing usage of social media and the dynamic buying patterns, it becomes mandatory for a marketer to include social media strategies in the existing marketing mix (Appel et al., 2020). The scale and speed of social media ensures that the marketing message is spread in an effective manner. Using the social media network for marketing provides beneficial edge to the marketers as the interaction over these networks is bi-directional (Li et al., 2021). The marketers can predict the needs and wants of customer and resolve complaints after analyzing the online response about the brand. Social media creates brand awareness at a very rapid rate and it can help in creating new customers and markets (Dwivedi et al., 2021). These days the social media post that are amplified at a mass rate are considered as spreading like a virus and the content is generally known to be viral. The intended usage of such social media practice for the purpose of marketing any entity, product or service is called viral marketing (DiResta, 2018). Academically, the viral marketing is linked to the "word of mouth" communication via online mediums (Ferguson, 2008). These kind of related marketing practices are conceptualized to be known as "word of mouse" communication. According to Wilson (2000), viral marketing is defined as a strategy that inspires people to disseminate a marketing message, thereby potentially leading to a significant increase in its reach and impact. The concept of viral marketing, which aims to enhance the reach and impact of marketing messages, has gained considerable traction in the marketing landscape.

Recognizing its potential to garner widespread attention and engagement, many well-known brands have embraced viral marketing as a vital element of their promotional campaigns.

Viral marketing has evolved from being a mere trend to becoming an indispensable component of promotional campaigns. Numerous major brands have embraced viral marketing as a crucial aspect of their marketing activities. The Content Marketing Institute conducted a study in 2020, revealing that 47% of B2C marketers and 39% of B2B marketers have integrated viral marketing into their marketing strategies. Additionally, a 2019 report by Grand View Research projected that the global viral marketing market would experience a 14.9% compound annual growth rate from 2020 to 2027. These statistics contemplate that viral marketing continues to be a popular and growing marketing tactic, with many businesses and marketers recognizing its potential to reach large audiences and generate significant impact. As viral marketing gained practical attention and continued to grow as an important medium of marketing, it also raised the curiosity among academicians and as a result, a rise in academic publications is seen. We see a fragmented body of knowledge on this topic that needs to be synthesized in order to draw meaningful conclusions useful for practitioners and scholars working in the field of digital and social media marketing.

This article offers a comprehensive overview of recent research on viral marketing, encompassing a broad range of social media platforms, not just specific ones like Facebook, Instagram, or Snapchat. A bibliometric analysis was conducted to assess the current state of the field. Unlike traditional literature reviews that are subjective and qualitative, the bibliometric approach allows for a quantitative analysis of authors, journals, conference proceedings, citation count, and citation patterns. This information can provide insights into the evolution of the field. The article begins by providing an overview of previous studies, followed by a discussion of methodology, presentation of findings, and suggestions for future research directions.

## **2. Literature Review**

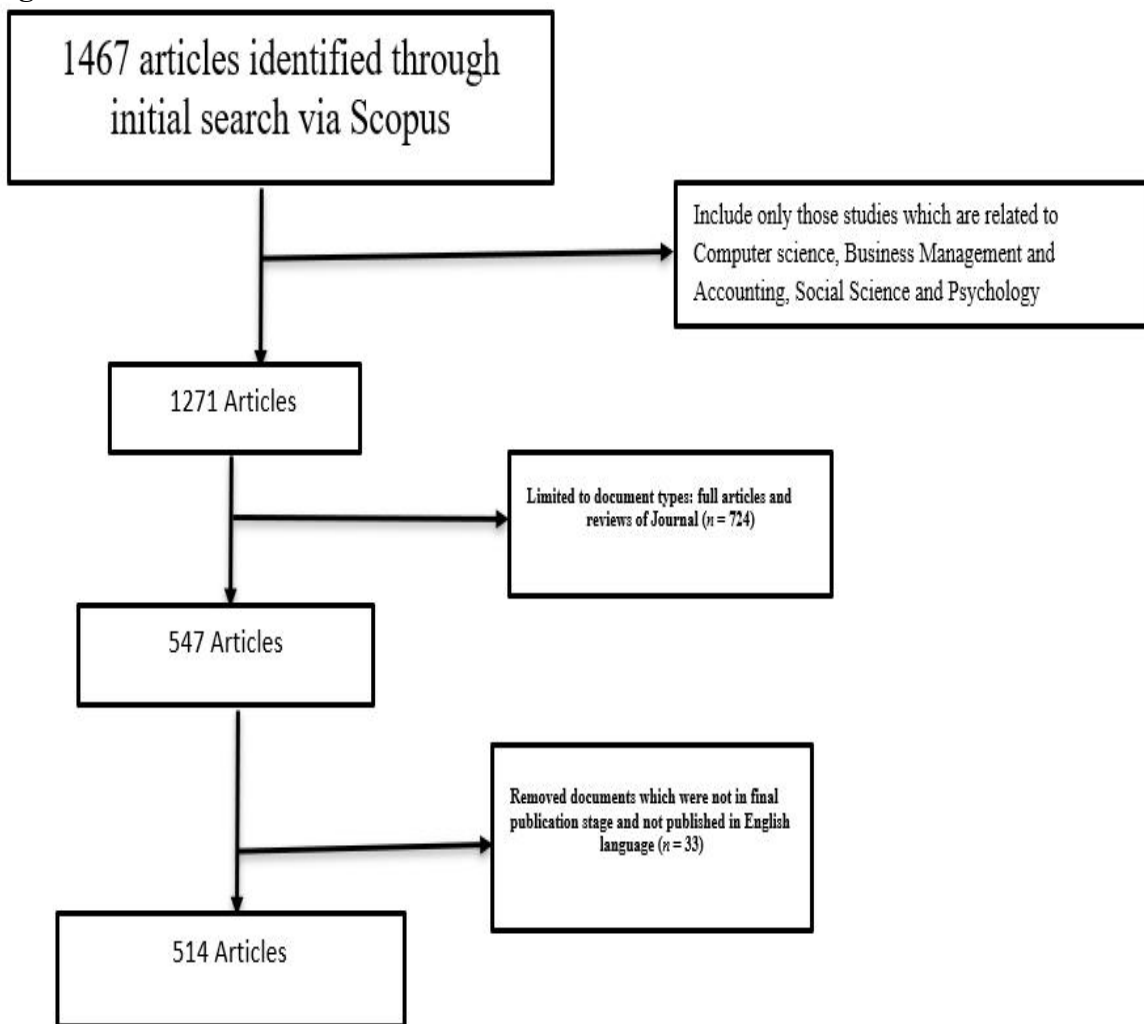
Numerous studies, including a few literature reviews, have been carried out to examine the concept of viral marketing. The purpose of a literature review is to understand the existing knowledge in a field in order to generate new scientific insights and forecast future research trends (Paul & Criado, 2020). However, there have been relatively few literature reviews conducted in this research field. Despite an exhaustive search, we were unable to locate any relevant literature reviews pertaining to our research area. One of the few literature reviews is (Garcia-Salirrosas, 2020) that reviewed the available literature on viral marketing. It lacks the generalizability owing to the fact that it reviewed only 22 studies. In 2019, a study was carried out to examine the decision-making process related to viral marketing. This study aimed to comprehensively review existing research and establish a useful framework. However, the paper's ecological validity was limited as it did not provide an overview of the field but analysed it in terms of consumer decision-making. Thus, a study is required to provide an overall mapping and overview of the field. (Reichstein & Bruschi, 2019) noted that this study is among the first attempts to quantitatively summarize previous research findings using bibliometric methods. It offers a general overview of the research field and a detailed snapshot of its thematic structure and progression. This information will aid researchers in comprehending the current state of research and identifying future research directions.

## **3. Research Methodology**

The research methodology for the present study uses the statistical method of bibliometric analysis to trace the evolution of viral marketing. The bibliometric method of research was primarily used in the Library Sciences. These days it has evolved as one of the schemes of analysis for the literature reviews in Social Sciences like Management, Psychology, Sociology, etc (Donthu et al., 2021). These methods are particularly useful for performance analysis and science mapping of the research domains. The quantitative approach used in bibliometric analysis helps researchers to classify,

explain and appraise published research. (Maditati et al., 2018) and (Zupic & Čater, 2015) stated that with the use of bibliometric analysis, the subjective biasness of literature reviews can be reduced and increased the reliability of the results. Compared to other methods of summarizing the previous literature, bibliometric methods are most suitable to the research objective of providing an overview of any scientific field. A literature review aims to synthesize and comprehend previous knowledge in a manner useful to the stakeholders (Paul & Criado, 2020). A good literature review is the one that not only analyzes the research field subjectively but has some quantitative rigour in it also. We analysed the selected pool of articles using the R-based package called Biblioshiny, introduced by (Aria & Cuccurullo, 2017). Bibliometric methods of research were introduced in the 1970s but became popular owing to the proliferation of citation databases like Scopus, Web of Science, PubMed, etc., and the easy availability of software like BibExcel, Publish or Perish for preliminary analysis (Meho & Yang, 2006). We explored some articles in the field of organized retailing and farmer participation and found the basis of our study, i.e., the initial search string. Primarily, we looked for the articles as per the initial search string in Google Scholar and judged the possibility of a new research study according to the number of articles. After ensuring the significance of conducting the study, we began exploring the online citation databases including Web of Science and Scopus. Each of the databases has its own set of benefits and limitations.

**Figure 1:** Selection Criteria



We selected Scopus for the data collection as Scopus has the best coverage among the available databases (Norris & Oppenheim, 2007). The initial search was conducted using the string “viral

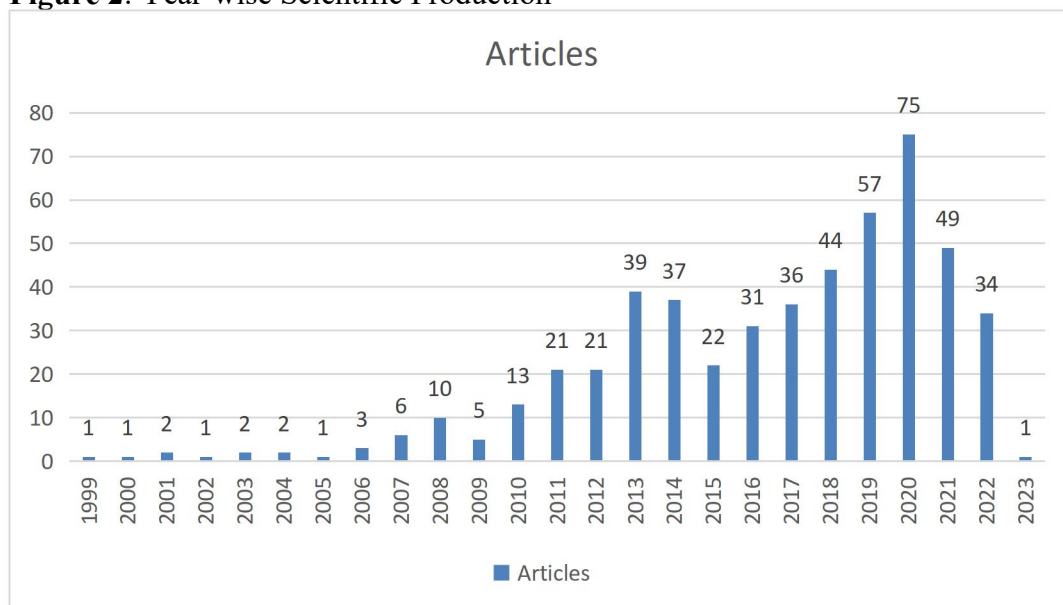
marketing” in the title, abstract and keyword field (for detailed search string, see Appendix–A). The initial search returned 1467 document results. Finally, 514 units were selected after filtering the data on the basis of years of analysis, relevance to marketing, document type and language as shown in Figure 1. To ensure that we analyse the valid scientific knowledge, we included articles and review papers only because these go through the peer review process and ultimately non-English papers were excluded. Data were retrieved in the bib text format and analysed using the Biblioshiny.

#### 4. Evolution of the Field

The selected sample consists of 514 units which were authored by 1302 researchers and published in 277 academic journals. The number of documents published over a span of two decades, from the years 2002 to 2022, has shown significant growth from just 1 article in 1999 to 34 articles in just 3 quarters of the year 2022. The emergence of viral marketing is associated with the advent and use of Internet technology in global marketing. However, the first academic article in the selected pool of articles was published in 1999 and discussed the conceptualization of viral marketing as opposed to the confusing and misleading terms like Word of Mouth and contagion marketing. Analysing the growth trend of publications, we see a jig-jag upward trend since 2010. In the year 2020, there were most no. of publications in this field, i.e., 75 articles. This is depicted in the Figure 2 and Table 1.

**Table 1:** Year-wise Scientific Production in the Field

Sr. No.	Year	Articles
1	1999	1
2	2000	1
3	2001	2
4	2002	1
5	2003	2
6	2004	2
7	2005	1
8	2006	3
9	2007	6
10	2008	10
11	2009	5
12	2010	13
13	2011	21
14	2012	21
15	2013	39
16	2014	37
17	2015	22
18	2016	31
19	2017	36
20	2018	44
21	2019	57
22	2020	75
23	2021	49
24	2022	34
25	2023	1

**Figure 2:** Year-wise Scientific Production

## 5. Keyword Analysis

Keyword analysis can help researchers in finding out the most relevant keywords and overview the included text closely. For this purpose, we ran the analysis in the keyword plus field of the Biblioshiny. Keyword plus includes the author's keywords, titles and publishers' assigned keywords. Top 20 popular keywords are listed in Table 2. The first keyword as per the frequency is "social networking (online)" with a 160 occurrence, probably because all of the studies conducted explain the viral marketing in the context of that content which is popular on social media platforms or which is viral on social media handle i.e., facebook, Instagram, youtube etc. The next popular keywords are "viral marketing", "marketing" and "influence maximizations", and we can infer that viral marketing is a technique of the marketing to promote the product on internet to make it popular among the targeted customer segment. In today's digital world, viral marketing influences the audience on a large scale. In order to have further insights, data advanced analyses like co-citation and co-occurrence are helpful. Hence, we conducted the aforesaid analyses.

**Table 2:** Most Frequent Words

Sr. No.	Words	Occurrence
1	Social Networking (Online)	160
2	Viral Marketing	152
3	Marketing	127
4	Influence Maximizations	103
5	Commerce	95
6	Economic And Social Effects	41
7	Approximation Algorithms	35
8	On-Line Social Networks	34
9	Information Diffusion	29
10	Complex Networks	26
11	Information Dissemination	25
12	Diffusion	24
13	Greedy Algorithms	20
14	Optimization	20

15	Budget Control	19
16	Influential Nodes	17
17	Social Influence	17
18	Behavioral Research	15
19	Propagation Modeling	15
20	Data Mining	14

## 6. Leading Publication Sources

Table 3 displays the top 20 publication outlets ranked by the total citations accumulated by the published documents in the sample analyzed. When seeking out top journals, using the number of publications as a metric may result in overlooking reputable sources. In order to ensure the analysis of influential journals, the total number of citations is utilized as an indicator of journal influence. The Journal of Marketing Research claims the title of the most relevant and impactful source with four articles and 1,972 citations. Following closely behind, ACM Transactions on the Web features two articles with 1,246 citations, while the Journal of Business Research ranks third on the list, with six articles and 710 citations. Through an evaluation of the most prominent publication sources in terms of their production and significance, it can be substantiated that this research field is rapidly developing and holds considerable promise.

**Table 3:** Top-20 Leading Journals

Sr. No.	Elements	TC	NP
1	Journal of Marketing Research	1972	4
2	ACM Transactions on the Web	1246	2
3	Journal of Business Research	710	6
4	Management Science	703	3
5	Business Horizons	695	4
6	First Monday	636	3
7	International Journal of Research in Marketing	592	3
8	Journal of Advertising Research	561	2
9	Journal of Marketing	522	2
10	Journal of Retailing And Consumer Services	396	3
11	Journal of Interactive Marketing	383	9
12	Knowledge-Based Systems	368	10
13	Journal of Artificial Intelligence Research	338	2
14	Theory of Computing	327	1
15	Knowledge and Information Systems	313	7
16	Information Sciences	298	12

17	Decision Support Systems	292	2
18	IEEE Transactions on Knowledge and Data Engineering	286	11
19	Information Systems Research	283	3
20	Social Network Analysis and Mining	256	14

Sr. No.	Country	Frequency
1	China	230
2	USA	228
3	India	80
4	UK	44
5	Australia	43
6	Germany	34
7	Iran	30
8	Italy	30
9	South Korea	30
10	Spain	26
11	Canada	24
12	Indonesia	14
13	Israel	13
14	France	13
15	Portugal	13
16	Singapore	11
17	Greece	11
18	Malaysia	10
19	Poland	9
20	Japan	9

### 7. Leading Countries

The concept of viral marketing has been thoroughly examined and elucidated by numerous scholars worldwide, who have explored the interplay between various facets related to this field of research. Over the last two decades, China has emerged as the top contributor, with 230 research papers, closely followed by the United States with 228. India ranks third with 80 articles to its credit as illustrated by Table 4. Notably, China and the United States have made comparable contributions to this field. However, a more detailed analysis reveals substantial research gaps between these two countries and the rest of the world, which may result in unwarranted generalizations due to specific country-level dynamics. Additionally, our analysis of multi-country studies may have led to duplications in counting the same article multiple times.

**Table 4:** Top-20 Leading Countries

### 7. Performance Analysis of Authors

The sample analyzed in this study is composed of 1,302 authors, including 54 single-author studies and 1,248 multi-author studies. To determine the top researchers and experts in the field, we conducted a performance analysis based on the total number of articles produced. It is worth noting that each author receives a score of one article for multi-authored studies. The most influential author in this field is Yang Zhang with 10 articles, followed by Weili Wu with 9 articles, as shown in Table 5. For the third ranking, there are two authors, Jianxiong Guo and Ruisheng Zhang, who

each have 7 articles. Additionally, we examined the leading universities and research centers based on authorship patterns and compiled a list accordingly. The leading research center was found to be the CISPA Helmholtz Center for Information Security in Germany, followed by the University of Texas in the second and third positions. It should be noted that the number of publications does not necessarily correspond to the ranking of leading research centers as this list was developed based on

Sr. No.	Authors	Articles
1	Yifeng Zhang	10
2	Weili Lily Wu	9
3	Jianxiong Guo	7
4	Huiyuan Zhang	7
5	Xingjie Liu	6
6	My T. Thai	6
7	Xi Wang	6
8	Wenjun Wang	6
9	Jarosław Jankowski	5
10	Hsin-Ni Li	5
11	Xiang Li	5
12	Chuanlan Liu	5
13	Jing Tang	5
14	Francesco Bonchi	4
15	Wei Chen	4
16	Yan Chen	4
17	Gennaro Cordasco,	4
18	Angela Dobebe	4
19	Luisa Gargano	4
20	Gary L. Lilien	4

authorship patterns.

**Table 5:** Top-20 Leading Authors

## 8. Citation Analysis

The most impactful work in any field is often represented by highly cited articles, as researchers tend to cite papers that they deem important for their own studies (Zupic & Čater, 2015). In this study, we conducted an analysis of articles based on their total number of citations to identify seminal papers in the knowledge base and research front. Citations are widely considered as a quick indicator of the most significant work across all research disciplines, even though they may also indicate disagreement with the produced idea. Various metrics, such as the h-index, i-ten index, and the twenty-next, are based on citations from the author, publication source, or research study unit of analysis. Online Appendix C provides a list of the top 20 highly cited articles in the field of viral marketing. The most relevant article in this field is (Berger & Milkman, 2012) study, which explores the relationship between emotions and virality of online content and finds that positive content tends to be more viral than negative content. This article has received the most citations among the selected corpus. The second most cited article is (Leskovec et al., 2007) work, followed by (Huberman et al., 2008) study in the third position.

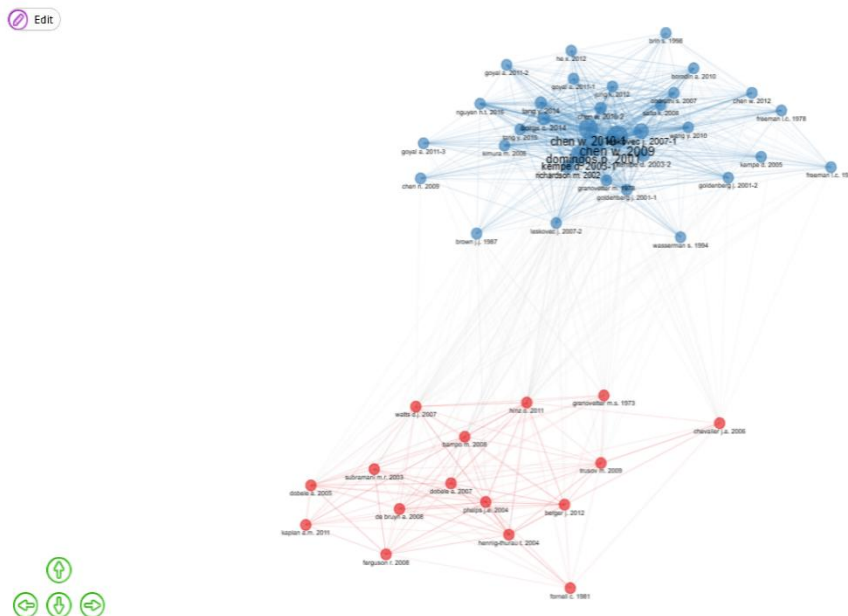
## 9. Co-citation Analysis

Co-citation analysis is a valuable tool for researchers to identify major themes in a research field and predict future directions. This method, introduced by (Small, 1973), is now commonly used in



all academic disciplines. Co-citation occurs when two papers are cited together, and it is assumed that their content is interrelated. In bibliometric analysis, co-citation is used to create network maps of the field, which help to understand the current state and future trajectory of the research area. We used the Biblioshiny package of R to construct a co-citation network, which is a powerful visualization tool. The network was divided into two major clusters, with the first cluster containing 16 items and the second cluster containing 34 items. The network visualizes 50 items cited in the articles selected for co-citation analysis, and it places similar items that are frequently cited in close proximity to each other on a 2D plane, thereby revealing the structure of the literature. Although the co-citation network is not an exact representation of the intellectual network, it is considered a proxy of it. The clusters indicate the hotspots of the research area, with Cluster 1 containing the co-cited articles that discuss the core concepts of viral marketing, emphasizing the importance of e-WOM and affective responses of consumers to viral content, such as texts, videos, or images. For instance, (Berger & Milkman, 2012) study highlights the emotional aspects that make content viral and suggests that positive emotions tend to make content more viral than negative emotions. Similarly, (Dobele et al., 2007) research indicates that emotions play a crucial role in viral marketing, particularly in terms of the element of surprise. Cluster 2 includes items that focus on the technical aspects of the mechanism behind viral marketing, including network formation, diffusion, and the strategies involved, such as data automation and data mining (Borgs et al., 2014; Nguyen et al., 2016), as illustrated in Figure 3.

**Figure 3:** Co-citation Network Map



## 10. Future Research Directions

We conducted a thorough content analysis of the 50 most cited studies among the selected corpus of articles. The results of the content analysis suggest several prospective areas for future research to expand our understanding of the concept of viral marketing and the interplay of other important aspects related to affective responses of content viewers, purchase decision making, and consumer behaviour. We excluded three documents that were not within the scope of our study.

This comprehensive review of current research on viral marketing confirms its increasing significance in the digital era. The analysis of 514 articles published between 2002 and 2022

highlights influential journals, leading countries, impactful documents, and authors' performance in the field. Building upon these findings, several major themes emerge that warrant further exploration for future research. Firstly, the concept of content virality stands out as a crucial factor in the success of viral marketing campaigns. The impact of emotional engagement and the level of stimulus in shaping the spread of content are key considerations. Studies have shown that high stimulus content, regardless of its positive or negative nature, is more likely to go viral. Understanding the drivers of virality and how to effectively evoke emotional responses in viewers can significantly enhance the effectiveness of viral marketing strategies. Secondly, the dynamics of viral marketing have been extensively investigated, shedding light on the effectiveness of recommendation networks and the behaviors of users within communities. Research has emphasized the importance of understanding the factors related to price, product, and communities in order to leverage viral marketing successfully. Exploring different strategies for fostering user engagement and participation within communities can provide valuable insights into maximizing the reach and impact of viral marketing campaigns. Thirdly, the role of word-of-mouth (WOM) influence in viral marketing has been a subject of interest. WOM referrals have been found to play a vital role in creating awareness, generating interest, and driving sales or product adoption. However, there remains a need for further research to better understand how WOM influences actual consumer behaviors, especially in the context of an overcrowded online environment. Examining the mechanisms and dynamics of WOM in viral marketing campaigns can provide valuable insights for marketers seeking to harness the power of consumer-to-consumer interactions. Additionally, studies have explored the significance of influencers and the impact of network structures in viral marketing campaigns. Targeting well-connected individuals as seeding points has proven to be an effective strategy, but it is important to recognize that their influence on peers may not necessarily be greater than that of less well-connected individuals. Future research should focus on understanding cross-cultural differences in viral marketing effectiveness, exploring the influence of emerging platforms and technologies, and optimizing viral marketing campaigns through the development of comprehensive models and strategies. By addressing these research gaps and further investigating the identified themes, marketers can gain a deeper understanding of the underlying mechanisms and dynamics of viral marketing. This knowledge will enable them to develop more effective and targeted strategies, optimize the use of emerging platforms, and successfully engage and reach a wide audience in the digital age. Ultimately, the findings from this review provide valuable insights for both scholars and practitioners in the realm of digital and social media marketing, contributing to the advancement and effectiveness of viral marketing strategies.

## 11. Conclusion

Viral marketing has gained significant attention as a powerful marketing strategy in the digital era. A comprehensive analysis of important studies reveals several key themes. Firstly, the concept of content virality highlights the impact of emotional engagement and the level of stimulus in shaping the spread of content. High stimulus content, regardless of its positive or negative nature, is more likely to go viral. Secondly, the dynamics of viral marketing have been explored, shedding light on the effectiveness of recommendation networks and the varying behaviors of users within communities. Understanding the factors related to price, product, and communities is crucial in leveraging viral marketing successfully. Thirdly, the role of word-of-mouth (WOM) influence through viral marketing has been examined. WOM referrals play a vital role in creating awareness, generating interest, and driving sales or product adoption. However, there is a need for further research on how WOM influences actual consumer behaviors, particularly in the context of an overcrowded online environment. Additionally, studies have explored the importance of influencers and the impact of network structures in viral marketing campaigns. Targeting well-connected individuals as seeding points has proven to be a successful strategy, but their influence on peers

may not necessarily be greater. Future research should focus on understanding cross-cultural differences, the influence of emerging platforms and technologies, and the optimization of viral marketing campaigns. By addressing these research gaps and developing comprehensive models, marketers can effectively harness the potential of viral marketing in engaging and reaching a wide audience in the digital age. This article offers a comprehensive review of current research on viral marketing. By analyzing 514 articles published between 2002 and 2022, the authors identified influential journals, leading countries, impactful documents, and authors' performance in this field. They also pinpointed major areas of research for future exploration, including the significance of viral marketing, affective responsiveness of content viewers, commercial marketing, network formation and information diffusion, practical strategies for viral marketing campaigns, and the emergence of online brand communities. This research confirms the increasing importance of viral marketing in the digital era, as demonstrated by the growing number of publications and its integration into marketing strategies by numerous businesses. These findings can provide valuable insights for both scholars and practitioners in the realm of digital and social media marketing.

### References:

1. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
2. Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975.
3. Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192–205.
4. Borgs, C., Brautbar, M., Chayes, J., & Lucier, B. (2014). Maximizing social influence in nearly optimal time. *Proceedings of the Twenty-Fifth Annual ACM-SIAM Symposium on Discrete Algorithms*, 946–957.
5. DiResta, R. (2018). Of virality and viruses: the anti-vaccine movement and social media. *NAPSNet Special Reports*, 8.
6. Dobele, A., Lindgreen, A., Beverland, M., Vanhamme, J., & Van Wijk, R. (2007). Why pass on viral messages? Because they connect emotionally. *Business Horizons*, 50(4), 291–304.
7. Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296.
8. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., & Krishen, A. S. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
9. Ferguson, R. (2008). Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing. *Journal of Consumer Marketing*, 25(3), 179–182.
10. Garcia-Salirrosas, E. E. (2020). *Conceptual framework of viral marketing: a review of the literature of the last years*.
11. Huberman, B. A., Romero, D. M., & Wu, F. (2008). Social networks that matter: Twitter under the microscope. *ArXiv Preprint ArXiv:0812.1045*.
12. Leskovec, J., Adamic, L. A., & Huberman, B. A. (2007). The dynamics of viral marketing. *ACM Transactions on the Web (TWEB)*, 1(1), 5-es.
13. Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51–70.

14. Maditati, D. R., Munim, Z. H., Schramm, H.-J., & Kummer, S. (2018). A review of green supply chain management: From bibliometric analysis to a conceptual framework and future research directions. *Resources, Conservation and Recycling*, 139, 150–162.
15. Meho, L. I., & Yang, K. (2006). A new era in citation and bibliometric analyses: Web of Science, Scopus, and Google Scholar. *ArXiv Preprint Cs/0612132*.
16. Nguyen, H. T., Thai, M. T., & Dinh, T. N. (2016). Stop-and-stare: Optimal sampling algorithms for viral marketing in billion-scale networks. *Proceedings of the 2016 International Conference on Management of Data*, 695–710.
17. Norris, M., & Oppenheim, C. (2007). Comparing alternatives to the Web of Science for coverage of the social sciences' literature. *Journal of Informetrics*, 1(2), 161–169.
18. Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? *International Business Review*, 29(4), 101717.
19. Reichstein, T., & Bruschi, I. (2019). The decision-making process in viral marketing—A review and suggestions for further research. *Psychology & Marketing*, 36(11), 1062–1081.
20. Small, H. (1973). Co-citation in the scientific literature: A new measure of the relationship between two documents. *Journal of the American Society for Information Science*, 24(4), 265–269.
21. Wilson, R. F. (2000). Demystifying Viral Marketing. *Web Marketing Today*, 70, 1–24.
22. Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational Research Methods*, 18(3), 429–472.