

Bridging Sustainability and Digitalization in Green Marketing for Digital Marketplace

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Abstract

Digital transformation has significantly reshaped the communication, perception, and implementation of sustainability values in marketplaces. This study systematically reviews and synthesizes the evolution of green marketing in the digital era using the Preferred Reporting Items for (PRISMA) method. Data were obtained from major academic databases—Scopus, Web of Science, ScienceDirect, and MDPI covering studies published between 2019 and 2025. The objective is to explore conceptual trends, theoretical integration, and research gaps linking digitalization with sustainable marketing practices. The review identifies five dominant themes: (1) digital green stimuli, (2) green trust and credibility signals, (3) perceived green value and consumer experience, (4) behavioural outcomes such as purchase intention and loyalty, and (5) marketplace sustainability features. The integration of the Stimulus–Organism–Response (S–O–R) framework with the Theory of Planned Behaviour (TPB), Signalling Theory, and Value–Belief–Norm (VBN) Theory provides a robust foundation for explaining how digital cues enhance trust and encourage sustainable consumer behaviour. Theoretically, this review bridges sustainability and digitalization into a cohesive conceptual framework, while practically, it offers insights for brands and digital platforms to design transparent, credible, ethically sustainable marketing strategies aligned with global sustainability goals.

Keywords: Consumer Trust, Digitalization, Green Marketing, Marketplace, Sustainability.

Introduction

Digital transformation has revolutionized how organizations create and communicate value, embedding sustainability as a core dimension of competitive strategy in the digital economy. Emerging technologies such as AI, big data analytics, and blockchain-based supply chains enable greater transparency, traceability, and personalized sustainability engagement. Yet, these same tools pose risks of algorithmic bias, greenwashing, and data overload, which can erode consumer trust (Grewal & Roggeveen, 2023; Zhang & Chen, 2025). Understanding the interplay between digitalization and sustainability is therefore essential to advancing innovative management practices

Contemporary green marketing has evolved beyond eco-friendly product claims toward an integrated digital ecosystem of sustainable experiences. While prior research confirms the impact of digital interaction on green purchase intention, findings remain fragmented across contexts and constructs (Mishra & Sharma, 2022; Wu & Long, 2024). Studies emphasize that credibility signals—such as verified eco-labels, third-party certifications, and transparent product traceability—serve as vital mediators converting awareness into sustainable action (Alavi & Amini, 2021; Khan, Haleem, & Khan, 2022). However, inconsistent or exaggerated digital claims can trigger consumer scepticism and greenwashing perceptions (Torelli, Balluchi, & Lazzini, 2020; Persakis, 2025).

Four theoretical lenses dominate this discourse. The Stimulus–Organism–Response (S–O–R) model examines how digital stimuli shape internal evaluations and behaviours (Wu & Long, 2024). The Theory of Planned Behaviour (TPB) links attitudes and perceived control to sustainable intention (Mishra & Sharma, 2022). Signalling Theory elucidates how credible digital cues reduce information asymmetry (Alavi & Amini, 2021), while the Value–Belief–Norm (VBN) framework highlights moral responsibility in green behaviour (Rosário & Dias, 2025). Despite their relevance, few studies integrate these frameworks or examine marketplace-level moderators like platform policies or eco-seller badges (Sahoo & Yadav, 2024; Santos, Coelho, & Marques, 2024).

This study addresses these gaps through a Systematic Literature Review (SLR) guided by the PRISMA protocol (Page et al., 2021), synthesizing 2018–2025 research to develop a unified conceptual model linking digital stimuli, perceived green value, and trust to sustainable consumer behaviour.

Code	Research Question	Research Objective
RQ1	How has the concept of green marketing evolved in the digital marketplace between 2018 and 2025?	To identify conceptual trends and the evolution of green marketing strategies in the digital era.
RQ2	Which theoretical frameworks are most frequently used to explain the linkage between digitalization and sustainable marketing?	To classify the dominant theories (S–O–R, TPB, Signalling Theory, VBN) and assess their conceptual integration.
RQ3	What key determinants influence green trust and consumer behaviour in digital marketplaces?	To analyse major variables and interrelationships shaping digital consumer sustainability behaviour.
RQ4	How do digital signals and marketplace sustainability features shape consumer perceptions and behavioral intentions?	To examine moderating mechanisms and digital trust formation in online green marketing contexts.
RQ5	What research gaps and future directions emerge from the intersection of sustainability and digitalization in green marketing studies?	To identify unresolved issues and propose a future research agenda supported by an integrative conceptual model.

2. Literature Review

2.1. The Evolution of Green Marketing in the Digital Era

Green marketing has transformed from environmental awareness initiatives in the 1990s into digitally integrated sustainability strategies in the 2020s. Initially, its focus was on promoting eco-friendly products and corporate environmental responsibility (Peattie & Crane, 2005). With the emergence of digital technologies—AI, e-commerce, and social media—sustainability communication has become more interactive, transparent, and data-driven (Grewal & Roggeveen, 2023; Zhang & Chen, 2025). Recent studies reveal that digital transformation has become central to sustainability-oriented marketing, as it enables personalization, traceability, and global consumer engagement (Dwivedi et al., 2021; Alkhatib et al., 2023). Blockchain and AI improve the visibility of eco-claims and enhance supply-chain transparency (Nadanyiova et al., 2023). Yet, these technologies also introduce risks of misinformation, greenwashing, and “eco-fatigue,” which can undermine consumer trust (Santos et al., 2024; Persakis, 2025). The digital marketplace functions as a new arena of legitimacy where consumers evaluate authenticity through digital signals eco-labels, certifications, and endorsements (Alavi & Amini, 2021; Wu & Long, 2024). This convergence of sustainability and digitalization thus demands an integrative understanding of technological, behavioural, and ethical dimensions that influence consumer decision-making (Rosário & Dias, 2025).

2.2. Digitalization and Sustainability: Converging Paradigms

Digitalization and sustainability represent a dual transformation in marketing logic—from efficiency-based strategies to ethically driven, data-enabled ecosystems (George et al., 2021; Grewal & Roggeveen, 2023). Advanced digital tools such as IoT-enabled packaging, QR-code traceability, and AI-powered analytics enhance transparency, accountability, and real-time environmental verification (Zhang & Chen, 2025). However, the credibility of these sustainability signals depends on consistency, authenticity, and third-party validation. When communication lacks transparency, consumers perceive manipulation, leading to distrust and disengagement (Torelli et al., 2020; Sahoo & Yadav, 2024). Conversely, interactive digital platforms like Shopee, Tokopedia, and Amazon strengthen consumer trust by integrating visible sustainability indicators such as carbon-neutral delivery and verified eco-seller programs (Wu & Long, 2024; Nazish et al., 2024). Grounded in Signalling Theory, this relationship underscores how firms reduce information asymmetry through credible cues (Alavi & Amini, 2021). The effectiveness of these signals’ hinges on their strength, coherence, and ethical intent; excessive claims or ambiguous messaging risk generating scepticism and greenwashing perceptions (Persakis, 2025). Thus, digitalization functions as both an enabler and a test of integrity for sustainable marketing—capable of enhancing or undermining green brand equity depending on how responsibly it is governed (Santos et al., 2024).

2.3. Theoretical Foundations of Digital Green Marketing

2.3.1. Stimulus–Organism–Response (S–O–R) Framework

The S–O–R model explains how digital stimuli—such as eco-advertising and interface design—affect internal states (trust, perceived value), leading to behavioural responses like green purchase intention (Wu & Long, 2024; Sahoo & Yadav, 2024). The model captures the progression from exposure to emotional-cognitive evaluation to action (Rosário & Dias, 2025). In digital contexts, algorithmically personalized green cues can amplify engagement but may also lead to skepticism if perceived as manipulative (Singh & Verma, 2023).

2.3.2. Theory of Planned Behavior (TPB)

TPB (Ajzen, 1991) posits that attitudes, subjective norms, and perceived control predict intention and behavior. In green marketing, TPB explains how digital storytelling and peer influence shape pro-environmental decisions (Mishra & Sharma, 2022; Chekima & Wafa, 2021). It complements S–O–R by linking cognitive intention to actual digital actions, particularly in e-commerce environments (Zhang & Chen, 2025).

2.3.3. Signalling Theory

Signalling Theory (Spence, 1973) highlights how firms convey quality and ethics through observable indicators. In digital marketplaces, eco-labels, certifications, and verified suppliers act as signals of authenticity (Alavi & Amini, 2021). High signal consistency increases trust and purchase likelihood (Khan et al., 2022), while inconsistencies foster perceptions of greenwashing (Torelli et al., 2020; Persakis, 2025).

2.3.4. Value–Belief–Norm (VBN) Theory

VBN (Stern et al., 1999) focuses on moral and ethical motivations for sustainable consumption. It posits that values shape beliefs about environmental responsibility, which activate personal norms driving pro-environmental behaviour (Rosário & Dias, 2025). In digital settings, VBN theory connects to emerging “conscious consumerism,” emphasizing transparency, fairness, and ethics (Nazish et al., 2024).

3. Material and Method

3.1. Design Study

This study employs a Systematic Literature Review (SLR) approach guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) protocol (Page et al., 2021). The PRISMA method ensures transparency, replicability, and comprehensiveness in the process of literature identification, selection, appraisal, and synthesis. By adopting this structured protocol, the study aims to systematically review and synthesize recent research on *green marketing* in the context of *digitalization* and *sustainability*, thereby providing a conceptual and theoretical integration of the field between 2019 and 2025. The review process consisted of four major stages: (1) Identification, (2) Screening, (3) Eligibility, and (4) Inclusion, as depicted in the PRISMA flow diagram. This process allowed the researcher to trace how the body of knowledge on digital green marketing has evolved and to identify conceptual clusters, theoretical patterns, and emerging research gaps.

Screening and Eligibility Process

Stage	Process Description	Number of Records
Identification	Records identified through Scopus, WoS, and Google Scholar	1,240
Duplicates removed	After screening identical entries	320

Stage	Process Description	Number of Records
Screening	Title and abstract evaluation	920 → 340 retained
Eligibility	Full-text articles assessed for relevance	340 → 130 eligible
Inclusion	Studies included in final synthesis	78

Tabel 1: Summary PRISMA

This PRISMA flow diagram on figure 1 shows the article selection process. From 1,240 records identified, 320 duplicates were removed, leaving 820 screened. Of these, 580 were excluded, and 340 full-texts were reviewed. After excluding 210 for ineligibility, 79 studies were finally included in the systematic literature review.

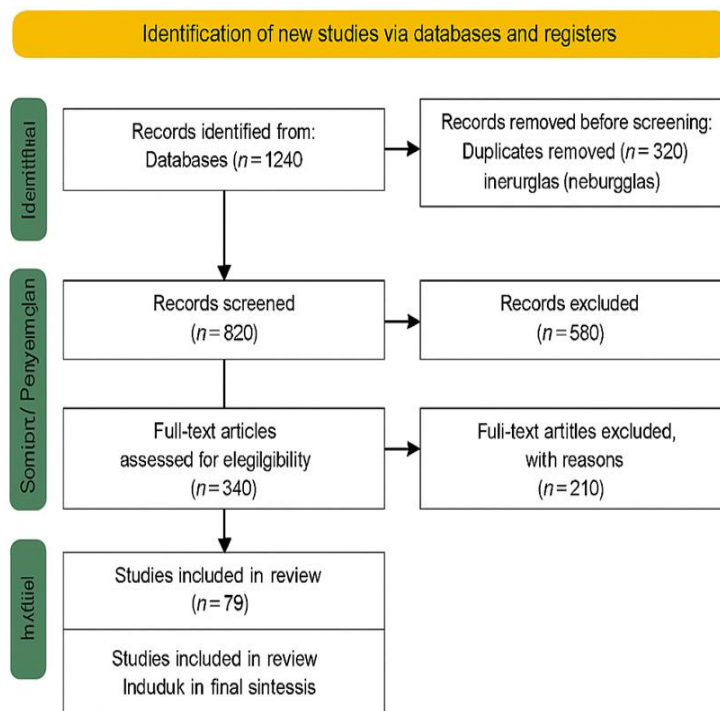


Figure 1: Research Model PRISMA Flow Diagram of the Systematic Literature Review

3.2 Data Analysis

A total of 78 eligible studies underwent systematic data extraction and coding to ensure consistency and analytical rigor. Each article was reviewed and coded based on bibliographic details, research context, methodology, theoretical foundation (S–O–R, TPB, Signalling, VBN), key variables (digital stimuli, green trust, perceived value, purchase intention, loyalty), and main findings. A coding matrix in Excel enabled cross-comparison, while NVivo 14 supported thematic clustering and keyword mapping. Reliability was enhanced through re-coding 20% of the sample to ensure inter-coder agreement, producing a structured synthesis of digital sustainability, consumer trust, and marketing ethics.

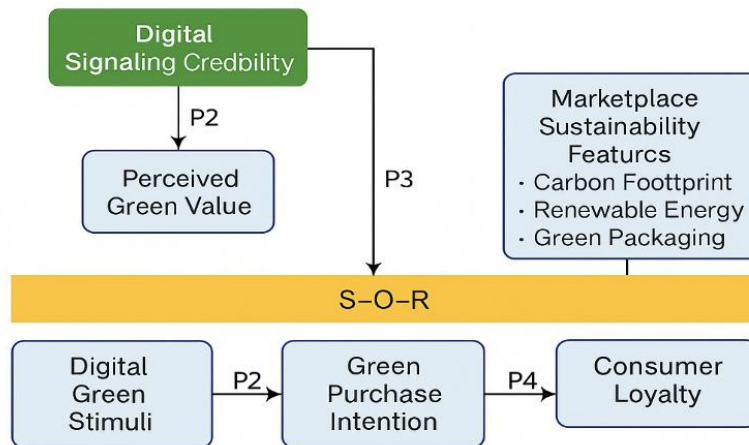


Figure 2: The Coding

The coding results revealed distinct theoretical clusters and empirical foci, forming the foundation for the five overarching themes discussed in the Results and Discussion section: (1) digital green stimuli, (2) green trust and credibility signals, (3) perceived green value and consumer experience, (4) behavioural outcomes, and (5) marketplace sustainability features. These clusters provided the empirical basis for constructing the integrated conceptual framework that bridges digitalization and sustainability within the domain of green marketing.

Data Sources and Search Strategy

The literature search employed a systematic approach across Scopus, Web of Science, and Google Scholar to capture peer-reviewed studies on digital marketing, sustainability, and consumer behaviour (Grewal & Roggeveen, 2023; Alkhatib et al., 2023). Using Boolean keywords (2018–2025) and PRISMA guidelines (Page et al., 2021), only rigorous, peer-reviewed works were included, ensuring comprehensive and credible synthesis (Rosário & Dias, 2025).

3.3. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication period	2019–2025	Before 2019
Publication type	Peer-reviewed journal articles, conference proceedings, and high-quality reviews	Book chapters, non-academic reports, blogs, and opinion papers
Disciplinary scope	Marketing, management, sustainability, environmental economics, and digital communication	Technical or non-marketing fields (e.g., engineering without sustainability focus)
Language	English	Non-English sources
Accessibility	Full-text available	Abstract only
Relevance	Studies focusing on green/sustainable marketing in digital or online contexts	Studies focusing on offline or purely environmental policy topics

Screening and Eligibility Process. Following the PRISMA 2020 protocol (Page et al., 2021), the screening and eligibility process ensured rigor and transparency. Initially, 1,240 articles were identified; 320 duplicates were removed, leaving 920 unique records. After title and abstract screening, 580 irrelevant studies were excluded. A full-text review assessed conceptual and methodological relevance, narrowing to 130 eligible papers. Finally, 78 high-quality studies linking digitalization, sustainability, and marketing were included for synthesis (Rosário & Dias, 2025; Alkhatib et al., 2023).

Quality Assessment and Synthesis. All studies in the final synthesis were assessed using the PRISMA 2020 checklist (Page et al., 2021) and MMAT to ensure methodological rigor. Articles were evaluated for design clarity, theoretical foundation, and relevance to digital sustainability marketing. Weak or non-empirical papers were excluded (Alkhatib et al., 2023; Rosário & Dias, 2025). Following Webster & Watson’s (2002) concept-centric approach, five key themes emerged—digital stimuli, trust, value, behaviour, and marketplace features—integrated through S–O–R, TPB, Signalling, and VBN frameworks (Wu & Long, 2024; Zhang & Chen, 2025). The synthesis produced a unified conceptual model linking digital cues, trust, and sustainable consumer behaviour.

Propositions

Grounded in the S–O–R, TPB, Signalling, and VBN frameworks, this section formulates propositions linking digitalization and sustainability. Digital stimuli act as triggers shaping consumer cognition and emotion, fostering green trust, perceived value, and sustainable behaviour. Each proposition reflects theory-driven logic and empirical evidence (Dwivedi et al., 2021; Wu & Long, 2024; Rosário & Dias, 2025), forming a foundation for future research.

Code	Proposition (English)	Theoretical Foundation
P1	Digital marketing stimuli positively influence consumers perceived green value.	S–O–R Framework (Mehrabian & Russell, 1974); TPB (Ajzen, 1991)
P2	Digital sustainability signals strengthen consumer trust toward green brands.	Signalling Theory (Spence, 1973); Wu & Long (2024)
P3	Green trust mediates the relationship between digital stimuli and green purchase intention.	TPB & VBN Theory (Stern, 2000); Chen & Chang (2013)
P4	The integration of digital technology in marketplaces enhances the effectiveness of green marketing communication.	S–O–R Framework; Rosário & Dias (2025)
P5	Green value and green trust jointly influence consumer loyalty toward sustainable brands.	VBN Theory; Alkhatib et al. (2023)
P6	Perceived transparency and digital credibility moderate the relationship between sustainability communication and consumer engagement.	Signalling Theory; Dwivedi et al. (2021)
P7	Ethical and transparent digital marketing practices enhance long-term brand equity in sustainable markets.	Stakeholder Theory; Zhang & Chen (2025)

Table 3. Summary of Conceptual Propositions

Bridging Sustainability and Digitalization: Systematic Literature Review of Green Marketing in the Digital Era Marketplace

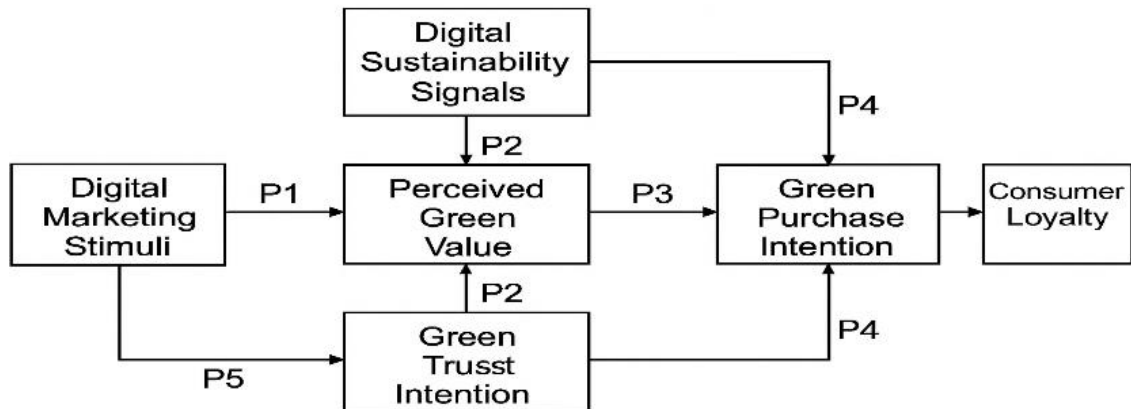


Figure 2: The conceptual model

This picture shows the conceptual model “Bridging Sustainability and Digitalization: A Systematic Literature Review of Green Marketing in the Digital Era Marketplace.” The model integrates four core theories—S-O-R, TPB, Signaling Theory, and VBN—to explain how digitalization drives sustainability-oriented marketing outcomes. Digital stimuli influence perceived green value (P1) and strengthen trust through credible sustainability signals (P2), leading to green purchase intention (P3). Marketplace technologies enhance communication consistency (P4), while green value and trust foster loyalty (P5). Perceived transparency moderates these effects (P6), and ethical digital practices reinforce brand equity (P7), bridging sustainability and digital transformation.

4. Results

The PRISMA-based review process produced 78 eligible articles after completing the stages of identification, screening, and eligibility. The synthesis of these studies reveals five major thematic clusters that explain how digitalization intersects with green marketing in contemporary digital marketplaces.

First, digital green stimuli emerge as the primary triggers of consumer sustainability perceptions. Digital stimuli such as eco-friendly interface design, AI-driven messaging, and traceability visualization directly influence consumers’ initial evaluations and engagement. Second, green trust and credibility signals appear as the most essential elements in reducing information asymmetry, with consumers strongly relying on eco-labels, third-party certifications, and marketplace verification features. Third, perceived green value is shaped by data transparency and digital shopping experiences that help consumers assess the environmental benefits of products. Fourth, behavioural outcomes—including green purchase intention and green loyalty—are strongly driven by trust and perceived green value. Finally, marketplace sustainability features, such as eco-badges, carbon-neutral delivery options, and filters for eco-friendly products, enhance platform credibility and assist consumers in making sustainable decisions.

Overall, these five themes illustrate that digitalization not only strengthens sustainability communication but also transforms how consumers evaluate, trust, and respond to green claims in modern digital marketplaces.

5. Discussion

The findings indicate that digitalization plays a critical role in shaping consumer sustainability perceptions through digital stimuli and credibility signals. These insights align with the S–O–R and Signalling Theory frameworks, which demonstrate that the quality of digital design, visual messages, and verified sustainability evidence directly triggers positive consumer reactions, such as increased trust and perceived green value. Consumers respond more favourably to sustainability claims when marketplaces provide transparent, easily accessible data supported by technologies such as QR-code traceability or third-party verified labels.

The integration of TPB and VBN within the reviewed studies further shows that green purchase intention is influenced not only by psychological factors but also by moral values and personal norms. Marketplace sustainability features strengthen these psychological and ethical pathways by offering a credible and user-friendly digital environment. Overall, green marketing in the digital era is most effective when technology, trust, and consumer moral values interact within a transparent, data-driven shopping ecosystem.

6. Conclusion, Implications, and Recommendations

This study concludes that digitalization significantly strengthens the effectiveness of green marketing by shaping how consumers perceive, trust, and respond to sustainability claims in digital marketplaces. The SLR findings highlight five core themes—digital green stimuli, credibility signals, perceived green value, behavioural outcomes, and marketplace sustainability features—which together show that transparent digital cues and verified sustainability information are essential drivers of green trust and green purchase intention. The integration of S–O–R, TPB, Signalling Theory, and VBN demonstrates that sustainable behaviour in digital environments is influenced not only by cognitive evaluations but also by moral norms, technological transparency, and platform design.

The implications emphasize the need for brands and marketplaces to adopt credible digital signalling—such as traceability tools, eco-badges, and third-party certifications—to reduce information asymmetry and prevent greenwashing. Policymakers should develop clearer guidelines for digital sustainability communication, while future research is encouraged to empirically test the conceptual model proposed in this review. Businesses are recommended to utilize AI-driven personalization ethically, enhance transparency across digital channels, and design sustainability-oriented features that support responsible consumer decision-making.

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