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Social media influencer marketing: science mapping of the present and future trends
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Abstract

Purpose: This study aims to reveal the knowledge structure of social media influencer marketing literature by performing science mapping analysis through a state-of-the-art bibliometric approach to determine the current and future trends. **Social media influencer marketing** is one of the most effective approaches to presenting a brand and offering value to consumers via social media. **Design/methodology/approach:** This study evaluates the knowledge structure to uncover the emerging trends and future predictions in social media influencer marketing through bibliographic coupling and co-word analysis. In total, 917 journal publications were retrieved from the Web of Science database and analyzed using VOSviewer software. **Findings:** The central theme in social media influencer marketing reflects digital engagement between influencers and followers and communication between influencers and followers. The theoretical and managerial implications are discussed. **Originality/value:** This study unleashes the knowledge structure according to the fundamental literature of social media influencer marketing and the underlying themes related to the phenomenon. © 2024, Emerald Publishing Limited.

Author Keywords

Bibliometric analysis; Digital engagement; Influencer marketing; Social media influencers; Social network

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