Effectiveness of Electronic Word of Mouth

The aim of this research stream is to explore the effectiveness of eWOM through a comprehensive dissertation. Commence with a systematic literature review to identify and summarize influencing factors of eWOM. Based on this, develop and test a conceptual model using quantitative research methods, including surveys (survey-experiments) and experiments. Employ Structural Equation Modeling (SEM) and other advanced statistical techniques for in-depth analysis. Clear presentation and detailed elaboration of the findings are essential, showcasing the theoretical and practical implications of eWOM's effectiveness. The research should be characterized by methodological rigor and clarity, and should result in several scientific articles.

The multilayered impact of generative AI on electronic Word of Mouth

This research endeavor seeks to unravel the intricate impacts of Generative AI on electronic Word of Mouth (eWOM). Initiating with a thorough systematic literature review, candidates will identify and distill the factors influencing eWOM and subsequently articulate and validate a conceptual model. The utilization of quantitative research methodologies, such as surveys, survey-experiments, and experiments, is imperative. In-depth analysis employing Structural Equation Modeling (SEM) and advanced statistical methods will shed light on the nuanced relationships. A clear and detailed exposition of the findings is crucial, underscoring the theoretical and applied ramifications of Generative AI's influence on eWOM. The study mandates methodological rigor and clarity, aiming to culminate in the publication of several scientific articles.