

Table of Contents

Part A. Introductory Overview of DissertationXI

 Acronyms XII

 FiguresXIII

1 Introduction1

 1.1 Overview and Relevance of Research Topic 1

 1.2 Identification of Research Deficits4

 1.3 Deduction of Research Questions 8

 1.4 Contribution 11

2 Theoretical and Conceptual Framework15

 2.1 Social Media 15

 2.1.1 Overview of Types of Social Media Activity and their Measures 16

 2.1.2 Types of Social Media Platforms 17

 2.2 Marketing Research 18

 2.2.1 Brand Equity Theory 19

 2.2.2 The Effect of Social Media on Consumers21

 2.3 Finance Literature 22

 2.3.1 Efficient Market Hypothesis23

 2.3.2 Behavioral Finance24

 2.3.3 The Effect of Social Media on Capital Markets25

 2.4 Management Research Overview 26

2.4.1	The Performance Effect of Social Media on Companies	26
2.4.2	The Organizational Effect of Social Media on Companies	27
3	Research Design	29
3.1	Data	29
3.1.1	Social Media Data	29
3.1.2	Brand Equity Data	30
3.1.3	Capital Market Data	31
3.1.4	Management and Organizational Data	32
3.2	Methodology	33
4	Summary of Research Papers	37
4.1	Research Paper I	37
4.2	Research Paper II	45
4.3	Research Paper III	53
5	Overall Implications	59
5.1	Implications for Research	59
5.2	Implications for Practice	62
5.3	Areas of Further Research	64
	References	67
	Part B. Research Papers	85
	Research Paper I: Creating business value through social media: an investigation of the dynamic relationship between social media, brand equity and firm risk	87

Research Paper II: Exploring Social Media: An in-depth Analysis of Social Media
Platforms and how they Affect Business Performance88

Research Paper III: CMOs’ Role in Creating Brand Equity and Social Media Excellence
..... 191