## INTERNET MARKETING AND ADVERTISING: A TRIBUTE TO EDITOR EMERITA PROFESSOR HSIUJU REBECCA YEN

## Guest Editors Professor Eldon Y. Li

National Chung Cheng University
Taiwan

Dr. Fang-Kai Chang

Feng Chia University
Taiwan

Published by Inderscience Enterprises Ltd.

## **Contents**

## SPECIAL ISSUE: INTERNET MARKETING AND ADVERTISING: A TRIBUTE TO EDITOR EMERITA PROFESSOR HSIUJU REBECCA YEN

Guest Editors: Professor Eldon Y. Li and Dr. Fang-Kai Chang

209	<b>Editorial</b> <i>Eldon Y. Li and Fang-Kai Chang</i>
215	The role of audiences' benign envy in influencer marketing Xiaofan Yue, Nawal Hanim Abdullah, Mass Hareeza Ali and Raja Nerina Raja Yusof
231	The influence of typical versus atypical ads on sharing intention Paulo Rita, João Guerreiro and Sara Matos
263	Understanding the virtual experiential value and its effect on travel intention Eldon Y. Li, Fang-Kai Chang and Anila Jan
286	Antecedents of brand love leading to purchase intention towards refurbished video game consoles  Akshay Kancherla, Jossy P. George and Benny J. Godwin
305	Can personalised prosocial ads be harnessed for brand equity enhancement?  Setareh Heidari, Sepideh Nasiri, Donya Rahmani and Somaye Nargesi
328	Social media marketing and consumer behaviour in the new normal: the relationship between content and interaction Ebru Çil, İsmail Erkan and Emmanuel Mogaji
350	Evaluating the impact of emotional advertisement on customers and its relationship with brand value  Mohammad Javad Shayegan and Mohammad Keshavarzian
369	What if brand equity was alive? Proposal of a dynamic measure through social networks  Alexandre Clément, Élisabeth Robinot and Léo Trespeuch
388	Contents Index
390	Keywords Index
394	Author Index