



**ONLINE PRESENCE, VISIBILITY, REPUTATION: A
SYSTEMATIC LITERATURE REVIEW IN MANAGEMENT
STUDIES**

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Online presence, visibility, reputation: A systematic literature review in management studies

Abstract

Purpose. *The objective of this 22-year review is to synthesize business and management literature in the context of online presence, online visibility, and online reputation concepts. In particular, the article aims to investigate the level of interest of the Internet, digital, and interactive marketing-focused literature, as well as the more general business and management one towards these topics.*

Design/methodology/approach. *In order to identify the existence or otherwise of an online presence, visibility, and reputation definition, as well as an index for measuring them, a systematic review and a content analysis process were performed on 199 articles categorized over 1997-2018.*

Findings. *The findings highlight (i) the absence of clear and shared online presence, visibility, and reputation definitions; (ii) the absence of unanimously accepted indexes for measuring them; (iii) the identification of a sequence relationship between the three investigated constructs.*

Research implications. *The article underlines the need for both theoretical as well as empirical contributions, in order to reduce the complexity characterizing the business and management literature focused on these topics.*

Originality/Value. *The current study brings out interesting directions for future researches by systematizing all the articles devoted to the online presence, visibility, and reputation concepts from a business and management perspective.*

Keywords: *Online presence; Online Visibility; Online Reputation; Systematic literature review; Content analysis.*

Article classification: *Literature review*

1. Introduction

In the last decades, the internet has received a significant level of attention by academics, business practitioners, government, and media (Pomirleanu *et al.*, 2013).

Managerially, the advent of the internet allowed producers and customers to communicate directly in a single online platform. Consequently, firms of any size and type are necessarily called today to access the network in order to survive and communicate their existence (Cormode and Krishnamurthy, 2008). Internet becomes in this way a key tool across a variety of contexts (Lamberton and Stephen, 2016).

In particular, among the different research lines concerning the Internet, Digital and Interactive marketing, the approach of the tourist studies is worthy of investigation (Cioppi *et al.*, 2016; Smithson *et al.*, 2011) since different authors (De Pelsmacker *et*

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2
3 *al.*, 2018; Melo *et al.*, 2017; Micera and Crispino, 2017; Xie *et al.*, 2014, Smithson *et*
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5 *al.*, 2011; Litvin *et al.*, 2008) identified three research streams related to (i) the
6
7 importance, for firms, to be present in the online sphere (online presence); (ii) the
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9 relation between firms' online visibility and their overall performances (online
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11 visibility) and (iii) the increasing influence assumed by the electronic word-of-mouth
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13 and customers' online reviews (online reputation).
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17 Given the attention dedicated to these topics by the recent tourist studies, the main
18
19 purpose of this paper is to generalize the analysis of these research streams by verifying
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21 if the business and management literature has already systematized these concepts and
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23 defined specific constructs and indexes for their conceptualization and measurement.
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27 **2. Objectives and design of the research**

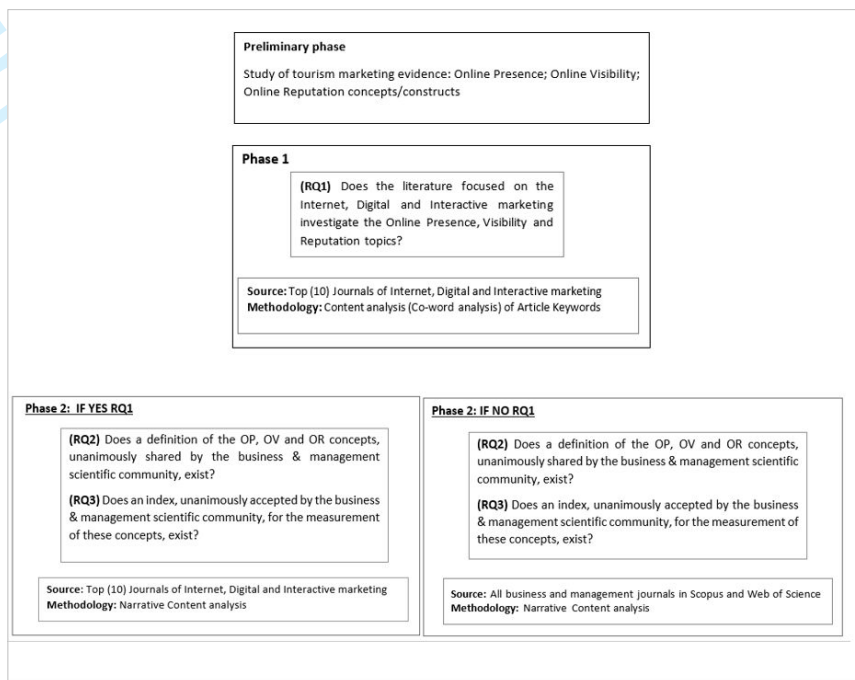
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30 Specifically, the research design is composed by two different phases: in a first one, the
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32 specialized literature (Internet, digital and interactive marketing-focused) will be
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34 investigated in order to identify possible online presence, visibility, and reputation
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36 conceptualizations and measurements. In the second phase (if no results emerge), the
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38 research will be extended to the global business and management literature.
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41 Hence, the research questions of the article will be the following:
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45 *RQ [1] Does the literature focused on the Internet, Digital and Interactive marketing*
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47 *investigate the online presence, visibility, and reputation topics?*
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51 *RQ [2] Does a definition of the online presence, visibility, and reputation concepts,*
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53 *unanimously shared by the business & management scientific community, exist?*
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57 *RQ [3] Does an index, unanimously accepted by the business & management scientific*
58
59 *community, for the measurement of these concepts, exist?*
60

Figure 1. Design of the research

Source: Our elaboration

Primarily, in order to answer to the first research question, the most relevant internet and interactive marketing-focused journals have been identified to find out if the online presence, online visibility, and online reputation concepts represent topics recently investigated by the most authoritative literature. After identifying the top journals¹ (Pomirleanu *et al.*, 2013), a keywords extraction' process was carried out, concerning all the articles published, by each of them, in the last five years (2014-2018). In particular, the aim has been to figure out (through a classification of the most frequently adopted keywords) the current level of interest of the internet-focused articles towards the investigated research topics. Notably, through the adoption of the extraction tools of the Scopus and Web of Science databases, it has been possible to collect all the authors'

¹ Electronic Commerce Research and Applications; International Journal of Electronic Commerce; International Journal of Internet Marketing and Advertising; International Journal of Online Marketing; Internet Research; Journal of Direct, Data and Digital Marketing Practice; Journal of Electronic Commerce Research; Journal of Interactive Marketing; Journal of Internet Commerce; Journal of Research in Interactive Marketing.

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3 keywords of the articles published in the last five years in the top ten internet-focused
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5 journals. Table 1 reports the keywords extraction's details.
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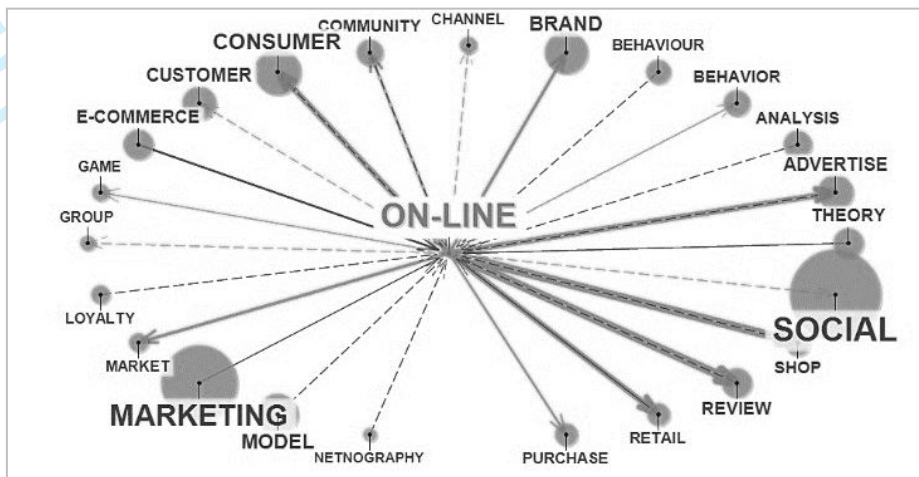
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9 [Table 1 near here]
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13 Then, a frequency classification has been realized. Results revealed that the most
14 investigated topics, in the last five years, have been: *online* (429), *social* (421), *marketing*
15 (343), *medium* (209), *consumer* (193), *brand* (166), *model* (158), *mobile* (141), *network*
16 (132), *advertise* (131), *internet* (129), *customer* (123) and *service* (118).
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22 For what concerns the research streams investigated in this paper, the extraction process
23 allowed to corroborate the limited level of interest of the internet-focused literature
24 towards the presence, visibility, and reputation concepts since they place themselves in
25 the lowest positions of the frequency classification (reputation: 86th position with 23
26 frequencies; presence: 108th position with 18 frequencies), or they are totally absent
27 (visibility).
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36 Overall, the extraction process's results denoted that the most commonly adopted word
37 has been "online", thus confirming the relevance of the topic considered in this study.
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39 However, through the co-word analysis (Fig. 2), it has emerged that the "online" word is
40 not significantly associated either with presence, visibility or reputation.
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Figure 2. Topics associated with the “online” concept in the top journals keywords



Source: Our elaboration

In conclusion, the keywords' analysis of the specialized journals allowed to corroborate the absence of recent studies specifically focused on the online presence, visibility, and reputation concepts.

For this reason, in a second phase, the global business and management literature has been analyzed in order to extend the investigation of the online presence, visibility, and reputation topics in a more comprehensive perspective.

Notably, the systematic literature review method has been adopted since it allows to identify, evaluate, and interpret “all available research relevant to a particular research question, or topic area or phenomenon of interest” (Kitchenham, 2004, p. 1). In particular, the review process has been divided into the following phases: (i) collection; (ii) systematization/selection; (iii) content analysis of the selected articles.

As a review search begins with the identification of specific keywords and terms, which are built from the scoping study (Tranfield *et al.* 2003), the “online presence”, “online visibility”, and “online reputation” strings have been employed in a systematic research.

Scopus and Web of Science are the electronic databases selected for the review, which allowed searching for articles containing the selected search strings in their titles,

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3 authors' keywords, or abstracts. Furthermore, the review has specifically focused on
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5 peer-reviewed journals since they represent the principal publication outcome for
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7 academic research. Moreover, the "document types" were limited to "article" and
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9 "review", while for what concerns the "year" filter, all the articles/reviews until 2018
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11 have been selected.
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14 A further adopted filter has concerned the selected subject area, limited to the business
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16 and management one. The reason was twofold: (1) the purpose of the paper (to expand
17
18 the analysis of the online presence, visibility, and reputation concepts in a more
19
20 comprehensive business and managerial perspective), and (2) the fact that, although this
21
22 focus may have precluded a multidisciplinary review, this choice has been necessary
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24 due to the level of detail required by the full texts' reading phase.
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28 By adopting these specific filters, a total of 255 publications have been identified
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30 (online presence: 126; online visibility: 23; online reputation: 106). Then a final
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32 filtering phase has been carried out in order to delete possible duplications (same
33
34 contributions identified both with Scopus and Web of Science database).
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38 At the end of this systematic process, a final database of 199 articles, published between
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40 1997 and 2018, has been identified.
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43 Subsequently, a content analysis process has been employed in order to extract, from
44
45 the selected publications, all the proposed online presence, visibility, and reputation
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47 definitions (*definitional dimension*), as well as their measurement indexes (*metrical*
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49 *dimension*).
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3. Findings

3.1 Descriptive findings

From a keyword perspective, the online presence was found to be the most investigated concept by the business and management literature with 106 articles, followed by the online reputation (n=80) and online visibility (n=13).

For what concerns the years' distribution (Tab. 2), for all the investigated research streams, the number of publications was meagre during the timeframe 1997-2003, but recorded a growth period from 2004, until reaching three peaks in 2014 (11 contributions focused on the online presence concept), in 2017 (15 publications dedicated to the online reputation concept and 3 to the online visibility research topic), and in 2018 (12 studies devoted to the online presence and 16 to the online reputation).

[Table 2 near here]

In terms of journals' distribution, Decision Support Systems (n=7), Internet Research (n=5), and Tourism Management (n=5) are the journals with the highest number of published papers.

[Table 3 near here]

Moreover, through the adoption of the content analysis process focused on the titles, abstracts, and keywords of the selected publications, the topic areas have been explored (Tab. 4 and 5). In particular, Table 4 quantitatively confirms the heterogeneity of the investigated sectors (Lamberton and Stephen, 2016) by also underlining the non-homogenous distribution of the three topics into the different industries.

[Table 4 near here]

Additionally, Table 5 allows identifying, through the citation analysis process, the first five most-cited contributions, which represent the most recognized publications by the

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3 research academy. Notably, results demonstrate, also at a qualitative level, how the most
4
5 cited papers are attributable to studies focused on different sectors.
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7

8 [Table 5 near here]
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10 11 **3.2 Analytical findings** 12

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14 In the following sections, the results extracted from the content analysis concerning the
15
16 online presence, visibility, and reputation definitions and measurements will be
17
18 presented.
19

20 21 **3.2.1 Online presence definitions** 22

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24 Findings, regarding the online presence definitions' extraction, allowed to detect a
25
26 limited attempt to outline this concept. Notably, even if a significant number of papers
27
28 (n=106) dealt with this topic, only in a few of them (n=23), a possible definition has
29
30 been proposed (Tab. 6). Indeed, in the majority of publications (n=83), the online
31
32 presence concept has been investigated without introducing or trying to define it.
33

34
35 By focusing on the extracted definitions, several authors mainly underlined the strategic
36
37 role of the online presence as an essential precondition (Lee *et al.*, 2013; Sebastião,
38
39 2013) for the firms' success in the online environment (Raguseo *et al.*, 2017; Rodríguez
40
41 Domínguez *et al.*, 2011; Murphy and Scharl, 2007; Jackson, 2007; Torres *et al.*, 2006)
42
43 in order to present themselves in the digital sphere (De Bakker and Hellsten, 2013);
44
45 enhance their image (AbuGhazaleh *et al.*, 2012); offer and share new source of rich
46
47 information and communicate with primary and secondary stakeholders (Hagsten and
48
49 Kotnik, 2017; Powell *et al.*, 2016; Wilson, 2011); attract and reach more potential
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51 customers (Graham and Greenhill, 2013; Stewart and Marcketti, 2012; Smithson *et al.*,
52
53 2011); respond to criticism launched online (Veil *et al.*, 2012); extend and complement
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55 the market reach of the physical channels (Otero *et al.*, 2014) by improving the rate of
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3 circulation change (Graham and Greenhill, 2013); build closer and more trusting
4 relationships with users (Calefato *et al.*, 2015; Lilleker and Jackson, 2013).
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8 9 3.2.2 Online presence measurements

10 Concerning the online presence measurement indexes, the analysis highlighted the
11 absence of a standard scale widely accepted by researchers (Horster, 2011; Smithson *et*
12 *al.*, 2011). Indeed, the identification of a shared online presence index is still at an
13 exploratory stage with several authors proposing possible metrics. Notably, they can be
14 categorized into five different groups:
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- 23 (1) Presence/absence analysis;
 - 24 (2) Website analysis;
 - 25 (3) Social media analysis;
 - 26 (4) Website/social analysis;
 - 27 (5) Hyperlink network analysis.
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36 The first identified categorization (*presence/absence analysis*) presents, among the
37 others, the most global perspective since it is founded on the study of the firms' online
38 existence based on the simple presence/absence of an official website/e-commerce
39 platform (Hagsten and Kotnik, 2017; Graham and Greenhill, 2013; Smithson *et al.*,
40 2011).
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47 By going more in detail, the *website analysis* focuses its attention on the examination of
48 the presence of particular features of firms' websites. Then, the analysis proceeds with
49 the attribution of specific scores to each examined feature in order to evaluate the
50 overall firms' online existence (Domínguez-Falcón *et al.*, 2018; De Jong and Wu, 2018;
51 Moghavvemi *et al.*, 2017; Pranić *et al.*, 2014; Carrizales *et al.*, 2011; Tiago *et al.*, 2007;
52 Chen and Yen, 2004).
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3 Conversely, Lee and his colleagues (2013) employ an analysis centered on social media
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5 (*social media analysis*) in order to assess the firms' online existence by examining their
6
7 presence/absence on specific online platforms and by adopting specific measurements,
8
9 such as the number of followers in the respective social media.
10
11

12 Moreover, another detected online presence practice concerns the simultaneous analysis
13
14 of the official website and social media spaces (*Website/social media analysis*), thus
15
16 combining the previous two analyses (Shaltoni, 2017; Bon and Popa, 2015; Mich and
17
18 Hull, 2012; Panagiotopoulos, 2012).
19
20

21 Finally, the last categorization (*Hyperlink network analysis*) has been adopted by De
22
23 Bakker and Hellsten (2013) who present an explorative study of activist groups' online
24
25 presence via their websites by proposing a combination of methods to analyze both the
26
27 structural positioning of websites (hyperlink network analysis) and the meanings in
28
29 these websites (semantic co-word maps).
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34 [Table 6 near here]
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37 3.2.3 Online visibility definitions 38

39 Concerning the online visibility topic, the content analysis allowed to underline a more
40
41 accurate attempt to define it with respect to the previously investigated construct (online
42
43 presence). In particular, the conceptualization proposed by Drèze and Zufryden (2004)
44
45 represents the most adopted definition by the business and management literature
46
47 (Smithson *et al.*, 2011). Notably, the authors defined the online visibility topic as “the
48
49 extent to which a user is likely to come across a reference to a company's Web site in
50
51 his or her online [...] environment” (Drèze and Zufryden, 2004, p. 22). Additionally,
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53 they also conceptualized it as a precursor to website traffic, in the same vein, as
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55 awareness is a precursor to purchase.
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3 More recently, Reuber and Fischer (2011) described it as the firm's familiarity in the
4 eyes of online stakeholders, relative to that of its rivals, while Smithson *et al.* (2011)
5 defined it as a differentiating factor able to produce superior organizational performance
6 through the capture of new clients. In their paper, instead, Charest and Bouffard (2015)
7 underlined the relevance of online visibility as a key factor impacting upon the image of
8 an organization.
9

10
11 By focusing on the hotel industry, Lappas and his colleagues (2016) defined online
12 visibility as the probability, for firms, to be included in the consideration set of a
13 random user.
14

15
16 Finally, Raguseo *et al.* (2017) and Raisi *et al.* (2018) focused their attention on the
17 competitive features characterizing the online visibility concept by highlighting its
18 critical relevance for firms' competitiveness through its ability to attract more profitable
19 customers.
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3.2.4 Online visibility measurements

From the measurement perspective, one of the most complete attempt to evaluate the
online visibility concept is that proposed by Drèze and Zufryden (2004), who
conceptualized the Visibility Index as follows: for each website, a binary index (0 or 1)
was assigned to a respondent depending on whether the respondent had seen reference
to, or mention of, the website in any one or more of the following online sources:
Internet advertising/banner ads; results of a search done on a search site; listing in the
directory section of a search site; link to the website from any other website(s);
discussion group, newsgroup, or chat room; e-mail received from someone; online news
article. However, by only focusing on these measurements, the Drèze and Zufryden
model (2004) did not consider the users' perspective and their search choices. In order

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3 to include these preferences, Smithson *et al.* (2011) proposed a model integrating the
4
5 psychological, motivational, economic, and processing approaches of users.
6

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8 In addition to the Drèze and Zufryden (2004) and Smithson *et al.* (2011) measurements,
9
10 a further online visibility index, proposed by the business and management literature,
11
12 concerns the firm's search engine ranking and website traffic (Manes Rossi *et al.*, 2018;
13
14 Pant and Pant, 2018; Lappas *et al.*, 2016; Chua *et al.*, 2009; Murphy and Scharl, 2007).

15
16 With the purpose of enriching the previous studies, Otero *et al.* (2014) and Raguseo *et*
17
18 *al.* (2017) tried to identify the main elements composing the online visibility index.

19
20 Notably, the Otero *et al.*'s (2014) online visibility construct is composed of the
21
22 following elements: (i) backlinks (the greater the number of links pointing to a website,
23
24 the better its visibility); (ii) infomediaries (being on at least two key-sector
25
26 infomediaries allows to reach high visibility and customer awareness); (iii) website (the
27
28 better the website quality, the greater the effectiveness in consumer attraction) and (iv)
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30 social media (the more a firm participates in social media, the more it improves its
31
32 search engine rank).
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38 Finally, by focusing their attention on the tourism sector, Raguseo *et al.* (2017) detected
39
40 two main areas in which firms should be necessary visible in the online context: (i) the
41
42 online visibility on OTAs (OTA's multiplicity) and (ii) the online visibility on
43
44 TripAdvisor (review variance, review valence, review volume, hotel responses).
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48 [Table 7 near here]
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51 52 3.2.5 Online reputation definitions 53

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55 Finally, for what concerns the online reputation conceptualization, even if several
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57 contributions (n=80) focused the attention on this topic, only fewer than a half (n=31)
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59 tried to propose possible definitions of it (Tab. 8).
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3 Notably, three main aspects, related to the online reputation definition, emerged from
4 the content analysis: (i) the capacity/quality perspective; (ii) the aggregative
5 perspective; (iii) the objective perspective.
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10 Turning to the first perspective (*capacity/quality perspective*), several authors (Díaz and
11 Rodríguez, 2018; Xie et al., 2018; Diéguez-Soto et al., 2017; Lee et al., 2011; Chua et
12 al., 2009; Elsaid and Knight, 2007; Lin et al., 2006) focused their attention on the
13 online reputation role as a performance indicator able to differentiate and detect the
14 firms' capacity/quality in the online context.
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20 Further authors (Rodríguez-Díaz et al., 2018; Xie et al., 2018; Micera and Crispino,
21 2017; Charest and Bouffard, 2015; Papagiannidis et al., 2013; Hung et al., 2012; Rice,
22 2012; Reuber and Fischer, 2011; Dellarocas, 2010; Zhou et al., 2008), instead,
23 underlined the relevance of this construct as an online summary/aggregator of users'
24 positive and negative perceptions and experiences (related to a firm's past actions,
25 products, services, or brands) describing the firm's overall appeal to all its key online
26 stakeholders when compared to other rivals (*aggregative perspective*).
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37 Within the third perspective (*objective perspective*), fall all the authors focusing their
38 attention on the main objectives recognized to the online reputation, such as inducing
39 cooperation (Bakos and Dellarocas, 2011); mitigating information asymmetry (Novotny
40 and Spiekermann, 2017; Lin et al., 2016); influencing customers during their online
41 purchasing (Singh et al., 2016a); reducing transaction risks (Novotny and Spiekermann,
42 2017); capturing clients and reaching sales goals and higher prices (Díaz and Rodríguez,
43 2018; Diana-Jens and Ruibal, 2015; Yoganarasimhan, 2013); influencing the firms'
44 value perceived by users (Parra-Lopez et al., 2018); helping community members make
45 decisions (Dellarocas, 2010).
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3.2.6 Online reputation measurements

Similarly to the online presence construct, the online reputation analysis underlined the current absence of a standard scale unanimously adopted by the business and management literature. However, several studies tried to propose possible metrics in order to evaluate the firms' reputation in the online sphere. Notably, two different categories of measurements emerged:

- (1) General feedback ratings;
- (2) Composed indexes.

For what concerns the first categorization (*general feedback ratings*), several studies (Aureli and Supino, 2017; Banerjee *et al.*, 2017; Diéguez-Soto *et al.*, 2017; Abrate and Viglia, 2016; Blomberg-Nygaard and Anderson, 2016; Floreddu and Cabiddu, 2016; Li, 2016; Schuckert *et al.*, 2016; Singh *et al.*, 2016b; Diana-Jens and Ruibal, 2015; Anderson and Lawrence, 2014; Ye *et al.*, 2014; You and Sikora, 2014; Rice, 2012; Horster, 2011; Reuber and Fischer, 2009) adopted general and global feedback ratings in order to measure firms' online reputation, such as the total number of online downloads of a product; online consumers review ratings; percentage of positive online feedback; the whole group of reviews available through social media channels; the position in the TripAdvisor's ranking; star rating; guest review score; number of positive, negative, and medium codes; the valence of user-generated online reviews (average review rating).

Conversely, further researches (Gupta *et al.*, 2017; Micera and Crispino, 2017; Lin *et al.*, 2016; Reuber and Fischer, 2011) proposed composed online reputation indexes comprised of multiple measurements. Table 8 provides a detailed description of them.

[Table 8 near here]

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3 3.2.7 Online presence, online visibility, and online reputation declinations and
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5 interactions
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8 Alongside the extraction of the possible definitions and measurements of the online
9
10 presence, visibility, and reputation concepts, the content analysis process also allowed
11
12 to identify specific declinations and connections existing between them.
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15 For what concerns the declination dimension, table 9 lists, for each construct, specific
16
17 declinations emerged from the literature describing the online presence, visibility, and
18
19 reputation constructs (e.g., social media presence, website visibility, social media
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21 reputation).
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26 [Table 9 near here]
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30 Concerning the interaction perspective, the analysis enabled to point out two major
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32 connections existing between the investigated concepts: (i) the online presence-online
33
34 visibility and (ii) online visibility-online reputation relationships.
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37 With respect to the first interaction, several authors (Raguseo *et al.*, 2017; Otero *et al.*,
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39 2014; Smithson *et al.*, 2011; Chua *et al.*, 2009; Murphy and Scharl, 2007; Chen and
40
41 Yen, 2004) identified a sequence relationship between online presence and online
42
43 visibility. In particular, these concepts have been considered as two subsequent stages of
44
45 the internet adoption.
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48 Indeed, in their work, Raguseo and his colleagues (2017) stated that the online presence,
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50 on its own, does not represent a competitive advantage since it is potentially accessible
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52 by any organization and consequently not sufficient to attract profitable customers.
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55 According to Smithson *et al.* (2011) and Chua *et al.* (2009), the competitive advantage
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57 lies in the way the internet existence is managed. For organizations (as well as any other
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59 online player) with an online presence, the subsequent challenge should be to increase
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3 the flow of traffic to their online contact points (e.g., websites, social media), with the
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5 final aim of intensifying their online visibility and then their sales.
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8 Overall, even if an effective online presence is vital for the internet's success, having a
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10 technology represents only a first stage of organizational diffusion. Players, in later
11
12 phases of the internet adoption, should promote their online spaces in order to achieve
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14 higher search engine rankings, yielding more online visibility, and subsequent internet
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16 traffic (Murphy and Scharl, 2007).
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19 By focusing on the second interaction (online visibility-online reputation), also, in this
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21 case, a relationship of natural succession emerges between the two constructs (Reuber
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23 and Fischer, 2011; Smithson *et al.*, 2011; Chua *et al.*, 2009; Murphy and Scharl, 2007).
24

25
26 More specifically, once firms enter in the online environment (online presence), the
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28 intensification of their online visibility through the flow of traffic to their official
29
30 websites and social media (Chua *et al.*, 2009) is not enough. Even if a key stage is
31
32 pointing the user towards the firm's online spaces, then the design and information
33
34 provided must be appealing (online reputation) (Smithson *et al.*, 2011). Online
35
36 reputation represents, in fact, a valuable resource in the internet environment since
37
38 players with a positive reputation are more attractive to investors, customers, suppliers,
39
40 or employees. This attractiveness can lead to price, cost, and performance advantages
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42 that may persist over time (Reuber and Fischer, 2011).
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47 In other words, according to the business and management literature, the online
48
49 presence, visibility, and reputation concepts represent three successive phases of the
50
51 internet adoption. The first step consists in accessing the network through the
52
53 establishment of an online presence (e.g., websites, social media), which should be then
54
55 promoted in order to increase the online visibility and traffic. Once users are attracted
56
57 towards the online contact points, the task of retaining and positively influencing
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3 potential customers is assigned to the online reputation, which can yield different
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5 categories of advantages, especially in terms of price, performance, and sales.
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8 Table 10 synthetizes all the interactions extracted from the investigated literature.
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11 [Table 10 near here]
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14 15 **4. Discussion, conclusions and future research needs** 16

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18 Through the adoption of the literature review and content analysis process, the present
19
20 study tried to systematize all the papers devoted to the online presence, visibility, and
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22 reputation concepts from a business and management perspective.
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25 In order to answer to the first research question (*Does the literature focused on the*
26
27 *Internet, Digital and Interactive marketing investigate the Online Presence, Visibility,*
28
29 *and Reputation topics?*), the study highlighted the absence of the three investigated
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31 topics in the keywords of the top-ten journals. Thus, the subsequent adoption of the
32
33 systematic literature review (focused on all the business and management papers)
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35 allowed to generalize the analysis. Starting from this generalization, a significant
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37 interest emerges toward the online presence topic (with 106 articles dedicated to it),
38
39 followed by the online reputation (n=80) and online visibility (n=13) constructs.
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43 In terms of temporal distribution, for all the analyzed research streams, the literature's
44
45 interest has grown especially in the last five years (2014-2018), thus confirming the
46
47 increasing relevance of these topics for the recent business and management studies
48
49 (Tab. 2).
50

51
52 By focusing on the second research question (*Does a definition of the online presence,*
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54 *visibility, and reputation concepts, unanimously shared by the business & management*
55
56 *scientific community, exist?*), the adoption of the content analysis process allowed to
57
58 investigate the definitional dimension related to the three research topics. In particular,
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3 the findings highlighted the absence of a clear and shared definition of online presence,
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5 visibility, and reputation. However, even if the majority of the analyzed studies have
6
7 dealt with these topics without introducing or defining them, a not insignificant
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9 percentage of articles has tried, on the contrary, to conceptualize them.
10
11

12 Notably, the online presence concept has been generally defined by several authors
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14 (Raguseo *et al.*, 2017; Rodríguez Domínguez *et al.*, 2011; Murphy and Scharl, 2007;
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16 Jackson, 2007; Torres *et al.*, 2006) as a fundamental precondition for the firms' success
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18 and competitiveness in the online sphere.
19
20

21 Conversely, from the analysis, a more accurate attempt to thoroughly define the online
22
23 visibility concept emerged. In particular, the Drèze and Zufryden (2004)
24
25 conceptualization has turned to be one of the most adopted by the business and
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27 management literature (Smithson *et al.*, 2011). However, despite the existence of this
28
29 definition, more recent studies (Raisi *et al.*, 2018; Raguseo *et al.*, 2017; Lappas *et al.*,
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31 2016; Charest and Bouffard, 2015; Reuber and Fischer, 2011; Smithson *et al.*, 2011)
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33 have tried to propose their own online visibility definition, thus leading to a
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35 proliferation of ever-new conceptualizations.
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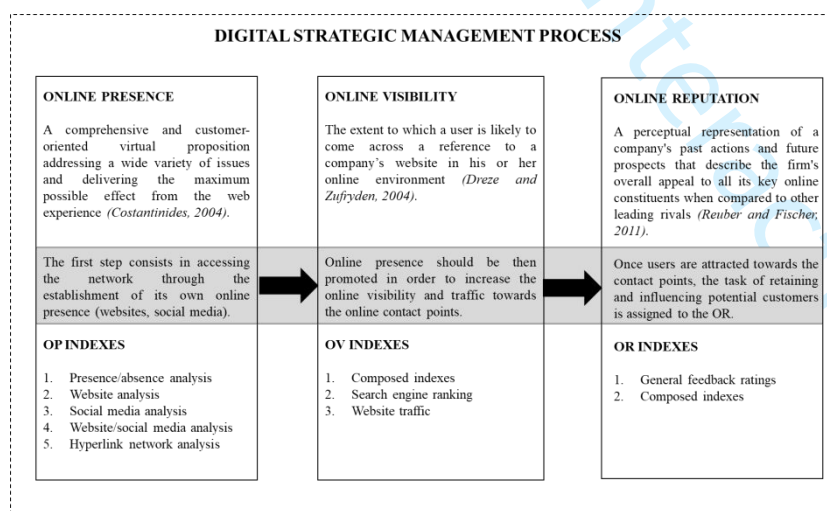
39 An evident fragmentation has also characterized the online reputation extractions, with
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41 the majority of studies focusing on specific aspects of this research stream. Dealing with
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43 this multi-faceted scenario, the article tried to combine and synthesize all the
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45 definitional extractions in order to propose a conceptual baseline useful for future
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47 researches.
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51 Moreover, through the adoption of the content analysis process, the paper allowed
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53 identifying different declinations and interactions existing between the online presence,
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55 visibility, and reputation concepts. Notably, some authors (Raguseo *et al.*, 2017; Otero
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57 *et al.*, 2014; Reuber and Fischer, 2011; Smithson *et al.*, 2011; Chua *et al.*, 2009;
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59 Murphy and Scharl, 2007; Chen and Yen, 2004) detected specific two-by-two
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connections between the investigated research streams. This finding is very interesting since it shows that the online presence, visibility, and reputation constructs are not separate, but on the contrary, they are logically interconnected, thus creating a digital strategic management process (Fig. 3).

Finally, for what concerns the last research question (*Does an index, unanimously accepted by the business & management scientific community, for the measurement of these concepts, exist?*), the findings outlined how unanimously accepted indexes do not yet exist since there are not standardized scales widely recognized by researchers (Horster, 2011; Smithson *et al.*, 2011). Despite this result, several authors tried to propose possible metrics. Faced with this scenario, the attempt of this article has been that of synthesizing all of them in order to combine the multiple proposed online presence, visibility, and reputation indexes into specific categorizations (Fig. 3).

Figure 3. Theoretical framework



Source: our elaboration

Overall, in order to provide an additional stimulus to the debate, Figure 3 proposes a possible framework of synthesis. Notably, it summarizes (1) the most cited online presence, visibility, and reputation definitions; (2) all the interactions existing between

1
2
3 them; (3) all the indexes categorizations emerged from the content analysis. In
4
5 particular, this framework is the result of the adoption of the following criteria:

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7
8 (i) Definitional dimension: for each research stream, the definition with the highest
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10 number of citations has been selected since the ability to attract the attention of
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12 the scientific community represents a quality proxy (Kraus et al. 2012; Garfield
13
14 1979);
15
16
17 (ii) Interactional dimension: all the interactions, emerged from the content analysis,
18
19 have been completely and synthetically inserted;
20
21
22 (iii) Metrical dimension: all the indexes categorizations, created in order to
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24 synthesize the multiple measurements proposed by the literature, have been
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26 included.
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28
29 However, even if the adopted criteria allowed achieving a coherent theoretical
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31 framework, this cannot be considered a definitive result, but a starting point for future
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33 researches. Indeed, it does not include the online presence, visibility, and reputation
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35 declinations emerged from the content analysis (Tab. 9). Conversely, the rich literature
36
37 focused on such declinations (in particular, social media and website) may provide
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39 important elements for completing the theoretical framework proposed in this article. In
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41 the present study, these aspects have not been deepened since they go beyond the
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43 proposed objective (the identification of the existence or otherwise of possible
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45 definitions and metrics of the more general concepts of online presence, visibility, and
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47 reputation). Nevertheless, since these declinations are of extreme interest, they should
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49 be the object of future research.
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54 In addition, the article allowed to highlight further research prospects both theoretical
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56 and practical in nature.
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58
59 Theoretically, given the extreme relevance assumed by the online topic in the everyday
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business practices, such as the growing investments in digital communication (Tiago

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3 and Veríssimo, 2014), the increasing attention towards the online reviews (Xie *et al.*,
4
5 2014; Lee *et al.*, 2011), and the greater importance of evaluating, monitoring, and
6
7 managing the online reputation (Hung *et al.*, 2012), it becomes fundamental to
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9 univocally conceptualize the online presence, visibility, and reputation constructs. To
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11 date, even if these concepts have been investigated by the literature (the review process
12
13 identified 199 articles focused on these topics), they have not yet been uniquely defined.
14
15 A potential motivation for this lack of systematization may be identified in the fact that
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17 the online thematic is not only extremely recent (the articles increased significantly
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19 since 2010), but also extremely rapid in its evolution, as well as not easy to
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21 circumscribe. Therefore, the business and management literature appears in a pre-
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23 paradigmatic phase (Kuhn, 1970), in which different definitional and methodological
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25 proposals are competing for the preference and scholars' attention.
26
27 In addition, the identification of shared definitions can generate a second research line
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29 applicative in nature. Indeed, the theoretical concepts of online presence, visibility, and
30
31 reputation can be converted into managerial tools with univocal measurements able to
32
33 (i) constantly monitor and manage the online existence and (ii) analyze and measure the
34
35 existing correlations between firms' online presence, visibility, and reputation and their
36
37 standard performance metrics (e.g., sales trends, revenue levels, profitability indices).
38
39 Ultimately, these findings should be evaluated in light of the paper's limitations. Firstly,
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41 the study is limited to the analysis of the business and management literature and, in
42
43 order to be generalized, it should also be extended to other subject areas. Moreover, the
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45 review has only considered two databases (Scopus and Web of Science) and journal
46
47 articles and reviews. These criteria have determined the selection of scientific studies,
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49 by consequently leaving out managers and consultants' contributions. Therefore, future
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51 researches should also be extended to monographs.
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3 Finally, the proposed framework represents a first theoretical-conceptual attempt, which
4 should be (i) tested and verified by subsequent empirical researches; (ii) completed by
5 future studies focused on the analysis of the identified declinations of online presence,
6 visibility, and reputation; (iii) inserted into a broader context (e.g., through the
7 identification of the online presence, visibility, and reputation antecedents and
8 consequences).

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Preliminary phase

Study of tourism marketing evidence: Online Presence; Online Visibility; Online Reputation concepts/constructs

Phase 1

(RQ1) Does the literature focused on the Internet, Digital and Interactive marketing investigate the Online Presence, Visibility and Reputation topics?

Source: Top (10) Journals of Internet, Digital and Interactive marketing
Methodology: Content analysis (Co-word analysis) of Article Keywords

Phase 2: IF YES RQ1

(RQ2) Does a definition of the OP, OV and OR concepts, unanimously shared by the business & management scientific community, exist?

(RQ3) Does an index, unanimously accepted by the business & management scientific community, for the measurement of these concepts, exist?

Source: Top (10) Journals of Internet, Digital and Interactive marketing
Methodology: Narrative Content analysis

Phase 2: IF NO RQ1

(RQ2) Does a definition of the OP, OV and OR concepts, unanimously shared by the business & management scientific community, exist?

(RQ3) Does an index, unanimously accepted by the business & management scientific community, for the measurement of these concepts, exist?

Source: All business and management journals in Scopus and Web of Science
Methodology: Narrative Content analysis



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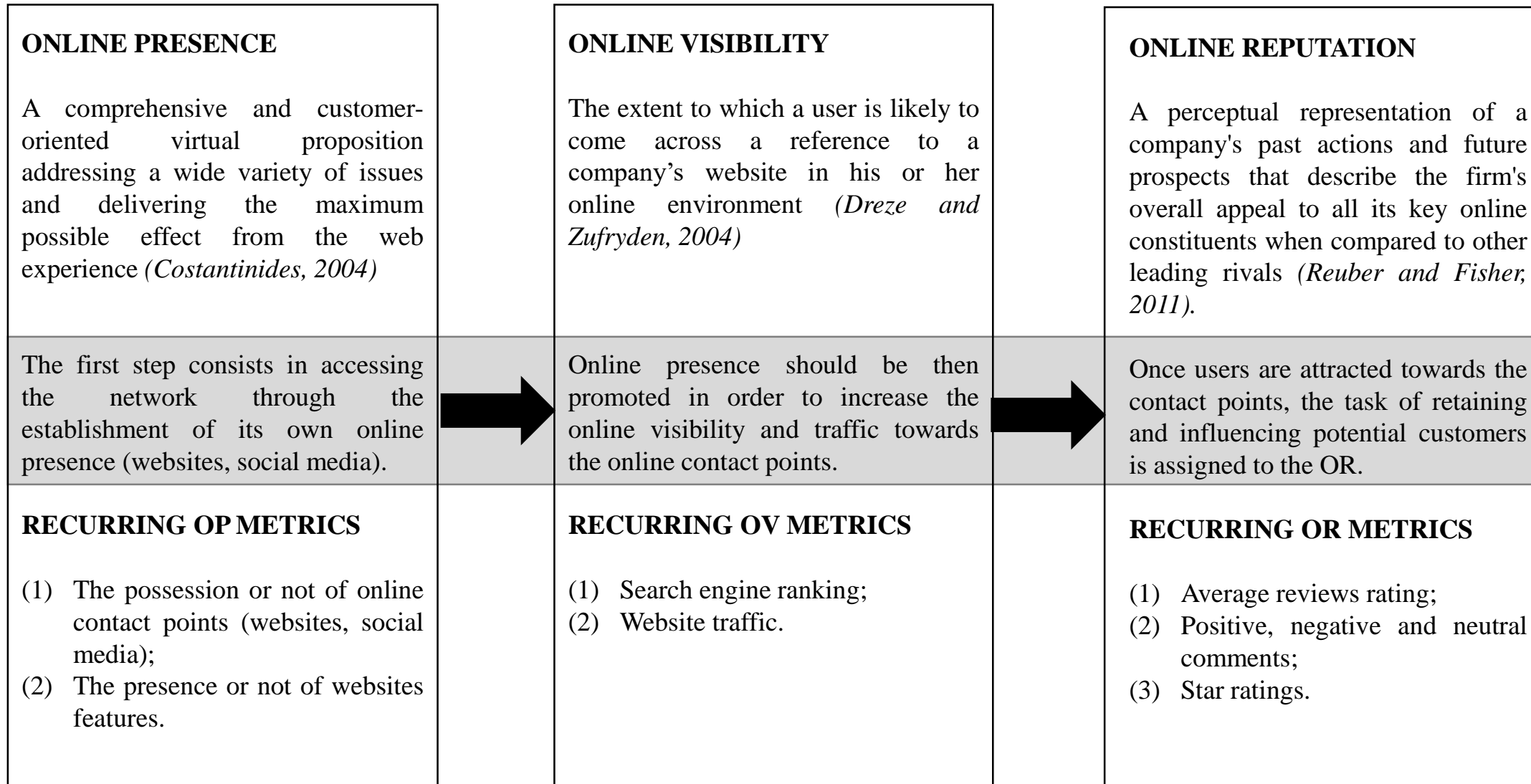


Table 1. Word analysis of Keywords

Nº	Word	Occurrence	Percentage occurrence on the total keywords	Percentage occurrence on the total papers
1	ON-LINE	429	6.60%	34.16%
2	SOCIAL	421	6.48%	33.52%
3	MARKETING	343	5.29%	27.31%
4	MEDIUM	209	3.22%	16.64%
5	CONSUMER	193	2.98%	15.37%
6	BRAND	166	2.56%	13.22%
7	MODEL	158	2.43%	12.58%
8	MOBILE	141	2.17%	11.23%
9	NETWORK	132	2.03%	10.51%
10	ADVERTISE	131	2.02%	10.43%
11	INTERNET	129	1.99%	10.27%
12	CUSTOMER	123	1.89%	9.79%
13	SERVICE	118	1.82%	9.39%
14	INFORMATION	111	1.71%	8.84%
15	THEORY	106	1.63%	8.44%
16	E-COMMERCE	105	1.62%	8.36%
17	REVIEW	99	1.52%	7.88%
18	TECHNOLOGY	91	1.40%	7.25%
19	TRUST	91	1.40%	7.25%
20	DATA	90	1.38%	7.17%
86	REPUTATION	23	0.35%	1.83%
108	PRESENCE	18	0.28%	1.43%
	Total paper	1256		
	Total Keywords	6494		

Source: Our elaboration

Table 2. Year distribution of articles (n=199)

Publication years	Online presence	Online visibility	Online reputation
1997	1	-	-
1998	-	-	-
1999	-	-	-
2000	1	-	-
2001	1	-	1
2002	1	-	-
2003	1	-	-
2004	6	1	-
2005	2	-	-
2006	2	-	1
2007	4	1	1
2008	3	-	3
2009	4	1	1
2010	6	-	4
2011	9	1	5
2012	7	-	7
2013	8	-	2
2014	11	1	4
2015	9	-	8
2016	7	2	12
2017	11	3	15
2018	12	3	16
Total	106	13	80

Source: our elaboration

Table 3. Journal distribution of articles (n=199)

Papers' distribution per Journal	Number of papers
Decision Support Systems	7
Internet Research	5
Tourism Management	5
Information & Management	4
Public Relations Review	4
International Journal of Business Information Systems	4
Journal of Interactive Marketing	4
Other Journal (<= 3 papers)	166
TOTAL	199

Source: our elaboration

Table 4. Topic area distribution

Topic areas	Online presence	Online visibility	Online reputation
Industrial sector	32	4	7
Tourism sector	17	6	30
Political/Public sector	10	-	1
Print sector	8	-	-
Online projects/communities	6	-	4
Education sector	6	2	-
Online behaviors	5	1	12
e-commerce/shopping	5	-	6
Museums and arts	4	-	-
Food/beverage sector	3	-	3
Luxury sector	3	-	-
Banking sector	2	-	-
No-profit sector	2	-	-
Medical sector	2	-	2
Sporting sector	1	-	-
Online auction market	-	-	6
Online reputation systems/management	-	-	5
Online recruitment/labor market	-	-	2
Personal reputation	-	-	1
Entertainment sector	-	-	1
Total	106	13	80

Source: our elaboration

Table 5. Top five most cited articles

Concept	Authors, years	Sector of analysis	Number of citations
Online presence	Chen and Yen, 2004	Industrial sector	168
Online presence	Constantinides, 2004	Industrial sector	166
Online presence	Torres et al., 2006	Political/Public sector	122
Online presence	Kuan and Boch, 2007	Industrial sector	112
Online presence	Lee et al., 2013	Industrial sector	100
Online visibility	Drèze and Zufryden, 2004	Industrial sector	86
Online visibility	Meyer and Schroeder, 2009	Education sector	43
Online visibility	Murphy and Scharl, 2007	Industrial sector	33
Online visibility	Smithson et al., 2011	Tourism sector	31
Online visibility	Lappas et al., 2016	Tourism sector	29
Online reputation	Xie et al., 2014	Tourism sector	129
Online reputation	Reuber and Fischer, 2011	Industrial sector	121
Online reputation	Lee et al., 2011	Tourism sector	100
Online reputation	Baka, 2016	Tourism sector	89
Online reputation	Liang et al., 2017	Tourism sector	73

Source: our elaboration

Table 6. Online presence definitions and metrics' extraction

Authors	Conceptualization	Adopted Index	Index categorization
Costantinides (2004)	A comprehensive and customer-oriented virtual proposition addressing a wide variety of issues and delivering the maximum possible effect, the utmost Web experience.	-	-
Chen and Yen (2004)	-	Presence of specific website features in six interactivity dimensions (Quality, playfulness, Choice, connectedness, information collection, reciprocal communication).	Website analysis
Torres <i>et al.</i> (2006)	A measurement of the Internet use.	-	-
Jackson (2007)	A resource generating tool; a part of a coherent communication strategy.	-	-
Murphy and Scharl (2007)	Vital tool to a brand's internet success.	-	-
Tiago <i>et al.</i> (2007)	-	Presence of specific website features.	Website analysis
Carrizales <i>et al.</i> (2011)	-	Evaluation of two different types of online services: those that allow citizens to interact with the district, and those that allow users to register online for district events or services.	Website analysis
Rodríguez Domínguez <i>et al.</i> (2011)	A presence on the internet.	-	-
Smithson <i>et al.</i> (2011)	The use of a website and the design characteristics (interactivity, navigation and functionality) and information these websites should show to attract customers.	Three-point scale as follows: 0 for no Internet presence; 1 for hotels with website only; 2 for hotel websites with e-commerce tools.	Presence/absence analysis
Wilson (2011)	An expectation that information and further details will be available online.	-	-
AbuGhazaleh <i>et al.</i> (2012)	A way to enhance the company's image and reputation.	-	-
Mich and Hull (2012)	A map of the official and semi-official presences for firms.	Analysis of the following spaces: the official website and social networks. Gathering of the main data (e.g., the registered members, published posts, last official update, etc.). Creation of a web presence map illustrating the most interesting strategies.	Website/social media analysis
Panagiotopoulos (2012)	-	Construction of an Index (OP): 'I believe that the union can benefit from its presence on social networks' (OP-SN), 'I believe that the union can benefit from the Internet presence compared to its traditional activities' (OP-WEB) and 'I believe that the union can benefit from its presence on Facebook' (OP-FB).	Website/social media analysis
Stewart and Marchetti (2012)	An essential way to reaching museum visitors.	-	-
Veil <i>et al.</i> (2012)	A voice to respond to criticism launched online.	-	-
De Bakker, and Hellsten (2013)	The way firms present themselves online.	The hyperlink network around an organization's website; combination of hyperlink analysis and semantic co-word maps.	Hyperlink network analysis

Graham and Greenhill (2013)	A way to extend and complement the market reach of the printed channel, by improving the rate of circulation change thus attracting more readers.	Convergence tools (presence in multimedia platforms); Co-creation (Presence of different forms of UGC); Interactivity (Number of 2.0 tools); Paywalls (Presence of e-commerce application).	Presence/absence analysis
Lee <i>et al.</i> (2013)	Precondition for effective relationships in the mediated environments.	Number of followers and the speed of growth.	Social media analysis
Lilleker and Jackson (2013)	A way to build closer relationships with users; a potential marketing tool; a major tool for internal marketing.	-	-
Papagiannidis <i>et al.</i> (2013)	An important communication medium; a catalytic factor in communicating any existing political advantages politicians may have.	-	-
Sebastião (2013)	A “must have” under penalty of no existence.	-	-
Otero <i>et al.</i> (2014)	A powerful instrument, capable of attracting consumers to a store and creating the possibility of a future purchase.	-	-
Pranić <i>et al.</i> (2014)	-	Presence or absence of a number of website attributes on a well-prepared checklist belonging to the following categories: 1. User-friendliness; 2. Site attractiveness; 3. Marketing effectiveness; 4. Informativeness.	Website analysis
Scott Rader <i>et al.</i> (2014)	A largely one-way, traditional advertising model that essentially replicates elements of print and broadcast advertisements, but in the digital domain.	-	-
Ban and Popa (2015)	-	QUALITY OF ONLINE PRESENCE: 1. the quality of the content of the website - manifestation in the virtual environment (search and booking engine, newsletters, own blog, customer support, SEO, Google Analytics etc.); 2. the level of interactivity of the website - the interaction with customers; 3. the entering into new socialization environments provided by the Internet (presence on Facebook or other social media).	Website/social media analysis
Calefato <i>et al.</i> (2015)	A way to foster both cognitive and affective trust.	-	-
Powell <i>et al.</i> (2016)	A way offering a major new source of rich information about organizations.	-	-
Hagsten and Kotnik (2017)	A way enabling firms to share information and communicate with customers.	The possession or not of a website.	Presence/absence analysis
Moghavvemi <i>et al.</i> (2017)	-	The presence (1) or absence (0) of specific website items belonging to the following categories: 1. Hospital information and facilities; 2. Admission and medical services; 3. Interactive online services; 4. External activities; 5. Technical items.	Website analysis
Raguseo <i>et al.</i> (2017)	A way to be present on multiple channels, such as generalist search engines.	-	-
Shaltoni (2017)	-	Presence of a firm’s website; Firm’s social media presence across the following platforms: Facebook, LinkedIn and YouTube.	Website/social media analysis

De Jong and Wu (2018)	-	Presence of specific content Element per Function Area: 1. Visitor information; 2. UNESCO status; 3. Virtual experience; 4. Education; 5. Destination marketing; 6. Community participation; 7. Advertisements.	Website analysis
Domínguez-Falcón et al. (2018)	It is important to be formally present on the platform as a sign of business modernity and innovation.	Evaluation of the presence of the following items: 1. Informative items (11); 2. Clients (12); 3. social networks (4); 4. Web 2.0 applications (5); 5. website's usability (10).	Website analysis

Source: our elaboration

Table 7. Online visibility definitions and metrics' extraction

Authors	Conceptualization	Adopted Index	Index categorization
Drèze and Zufryden (2004)	The extent to which a user is likely to come across a reference to a company's website in his or her online environment; A precursor to website traffic, as awareness is a precursor to purchase.	For each website, a binary index (0 or 1) was assigned to a respondent depending on whether the respondent had seen reference to, or mention of, the website in any one or more of specific online sources.	Composed index
Murphy and Scharl (2007)	-	A company's search engine ranking and web site traffic.	Search engine ranking/website traffic
Chua et al. (2009)	-	Ranking in search engine results.	Search engine ranking
Meyer and Schroeder (2009)	A key emergent factor.	-	-
Reuber and Fischer (2011)	The firm's familiarity in the eyes of online stakeholders relative to that of its rivals.	-	-
Smithson et al. (2011)	A differentiating factor able to produce superior organizational performance through the capture of new clients; The higher possibility of finding certain enterprises; A differentiating factor for competitive advantage.	Average users' search preferences.	Composed index
Otero et al. (2014)	-	<i>Elements for online visibility</i> Backlinks Infomediaries Website Social media	Composed index
Charest and Bouffard (2015)	A factor impacting upon the image of an organization.	-	-
Lappas et al. (2016)	The probability to be included in the consideration set of a random user; a function of the features that a business can cover and its position in the platform's review-based ranking.	Position in the review-based ranking; the industry-standard average rating function, as well as TripAdvisor's Popularity Index formula, which considers the age, quantity and quality of a hotel's reviews; DelayIndex.	Composed index
Raguseo et al. (2017)	A competitive necessity; The ability to attract more profitable customers.	<i>Hotels' online visibility:</i> 1. OTAs' multiplicity; 2. Review variance; 3. Review valence; 4. Review volume; 5. Hotel responses.	Composed index
Manes Rossi et al. (2018)	-	Logarithm of the results of a search in "google.com" in which the university appeared in the last year.	Search engine ranking

Pant and Pant (2018)	-	In-links or pagerank; the site's user traffic.	Search engine ranking/website traffic
Raisi <i>et al.</i> (2018)	A critically important factor for firms' competitiveness.	-	-

Source: our elaboration

Table 8. Online reputation definitions and metrics' extraction

Authors	Conceptualization	Adopted Index	Index categorization
Lin <i>et al.</i> (2006)	The firm's capacity in the online context.	-	-
Elsaid and Knight (2007)	An important consideration of the assessment of the quality of the company's products.	-	-
Zhou <i>et al.</i> (2008)	The net impact of the positive and negative feedback.	-	-
Chua <i>et al.</i> (2009)	An important component of niche marketing and differentiation.	-	-
Reuber and Fischer (2009)	-	The total number of downloads of a product in the online context.	General feedback ratings
Dellarocas (2010)	A summary of one's past actions within the context of a specific web based community, presented in a manner that can help other community members make decisions.	-	-
Bakos and Dellarocas (2011)	A mechanism for inducing cooperation.	-	-
Horster (2011)	-	Reputation rankings.	General feedback ratings
Lee <i>et al.</i> (2011)	An extrinsic cue indicating the quality of online merchants and online information creators.	-	-
Reuber and Fischer (2011)	A perceptual representation of a company's past actions and future prospects that describe the firm's overall appeal to all its key online constituents when compared to other leading rivals.	<i>Online reputation constructs:</i> 1. Online visibility; 2. Valence of online signals; 3. Volume of online signals; 4. Consistency of online signals; 5. Perceived trustworthiness.	Composed index
You and Sikora (2011)	-	Summary statistics (for example, sample average) of the feedback ratings.	General feedback ratings
Hung <i>et al.</i> (2012)	A significant determinant of marketing's influence in businesses; one of the most important tools for marketing; an endogenous and self-generated indicator produced by the users for their benefit.	-	-
Rice (2012)	A history of reported evaluations left by prior transaction partners and disseminated to the community.	Good and poor ratings.	General feedback ratings
Papagiannidis <i>et al.</i> (2013)	The extent to which users can identify the standing of others, including themselves, in a social media setting.	-	-

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Yoganarasimhan (2013)	The higher probability of being chosen as well as the ability to charge higher prices.	-	-
Anderson and Lawrence (2014)	-	Online consumer review ratings.	General feedback ratings
Ye <i>et al.</i> (2014)	-	The percentage of positive feedback (calculated by dividing the number of unique positive ratings by the total number of unique positive ratings and unique negative ratings).	General feedback ratings
Charest and Bouffard (2015)	The expression and evaluation of the opinion of Internet users through the use of Web tools.	-	-
Diana-Jens and Ruibal (2015)	The result of what clients, former clients, future clients, employees, etc. say, write and communicate to another anywhere in the internet social media based on their perceptions and experience in any moment of their relationship, direct or indirect, with the brand; a vital aspect of the business competitiveness; a vital factor in establishing pricing strategies.	The whole group of reviews available through Social Media channels; position in the TripAdvisor's ranking.	General feedback ratings
Shen <i>et al.</i> (2015)	An important driver for community members to contribute voluntarily.	-	-
Abrate and Viglia (2016)	-	Star rating, the average online rating given by visitors.	General feedback ratings
Baka (2016)	An ongoing cyclical process that consists of manageable moments.	-	-
Blomberg-Nygard and Anderson (2016)	-	Guest review score.	General feedback ratings
Floreddu and Cabiddu (2016)	-	Number of positive, negative and medium codes.	General feedback ratings
Li (2016)	-	The valence of user-generated online reviews (average review rating).	General feedback ratings
Lin <i>et al.</i> (2016)	Secondhand and historical information shared by strangers; a set of reviews and ratings mitigating information asymmetry.	Volume or the number counts of reputational ratings (RatingsCount), valence or the average of these ratings (AvgRating), and a dummy variable (NoRating) measuring whether the vendor has received any ratings associated with his or her profile at the time of the bid (a value of one indicates the absence of ratings).	Composed index
Schuckert <i>et al.</i> (2016)	-	Customers online ratings.	General feedback ratings
Singh <i>et al.</i> (2016a)	A criteria influencing customers during their online purchasing.	Customers online ratings.	General feedback ratings
Aureli and Supino (2017)	A typical result of web 2.0.	Rankings, ratings, travel website algorithms and scores.	General feedback ratings
Banerjee <i>et al.</i> (2017)	-	Average business rating * Number of reviews.	General feedback ratings
Diéguez-Soto <i>et al.</i> (2017)	The online customer valuation regarding location, quality of rest, rooms, service, quality-price and cleanliness.	Online popularity ranking available in TripAdvisor website: $100 - [(TripAdvisor\ ranking\ position / Number\ of\ hotels\ in\ TripAdvisor\ ranking) * 100]$.	General feedback ratings

Gupta <i>et al.</i> (2017)	The perception of the e-commerce sites online presence.	Online reputation measures: 1. Product information; 2. Conveyance; 3. Website content and ranking; 4. Offers and promotions; 5. Advocacy; 6. Status delivery; 7. Privacy and security.	Composed index
Liang <i>et al.</i> (2017)	An important type of social capital.	Online reviews related data.	General feedback ratings
Micera and Crispino (2017)	Both the positive and negative opinions exchanged on the web.	Analysis of the opinions (positive or negative) expressed by users in various web sources (communities, blogs, social networks) and measurement of virality (sharing rates) generated by these comments and posts.	Composed index
Nicoli and Papadopoulou (2017)	The foundation of a successful hotel business enterprise, with massive benefits, including high demand and more profit, good marketing exposure, repetitive clientele, loyalty and integrity, competitive advantage and a priceless advertisement; a synonymous with how publics perceive the most significant characteristics of an organization.	-	-
Novotny and Spiekermann (2017)	A trust mark reducing transaction risks and remediating information asymmetry.	To calculate the score of a profile, the ratings are added and divided by the number of reviews.	General feedback ratings
Ramos <i>et al.</i> (2017)	-	Score reviews.	General feedback ratings
Aringhieri <i>et al.</i> (2018)	The result of (i) a number of repeated transactions between pairs of sellers and buyers, not necessarily the same, and (ii) the sharing with other sellers and buyers of the outcomes of the transaction.	-	-
Díaz and Rodríguez (2018)	A strategic factor in determining the competitiveness and marketing capacity of lodging companies; a new marketing tool to capture clients and reach sales objectives in the lodging industry.	-	-
Gössling <i>et al.</i> (2018)	Determinant of economic success.	-	-
Könsgen <i>et al.</i> (2018)	-	Star ratings.	General feedback ratings
Parra-Lopez <i>et al.</i> (2018)	A critical variable related to credibility, reliability and coherence which influences the value and service perceived by a user.	-	-
Rodríguez-Díaz and Espino Rodríguez (2018)	A set of opinions, experiences, and evaluations of customers shared on websites about a product, service, or brand; It is currently one of the most important topics in defining hotels' marketing strategy; It is out of the scope of companies because it is an external factor; the communicative and interactive processes for spreading information exchanged by actors within a social network.	Service quality; Price (perceived value); Category (Booking.com); Service quality, Price (perceived value), Category (TripAdvisor); Service quality; Price; Category (percentage recommendation) (HolidayCheck).	Composed index
Wang and Kim (2018)	-	The number of buyers who gave the latest positive feedback minus the number of those who gave the latest negative feedback.	General feedback ratings

Xie <i>et al.</i> (2018)	Aggregate online performance indicator.	marketing	Aggregate ratings of online reviews: Consumer reviews - Averatings: Average ratings of reviews for hotel quality in a given quarter, with the value of 5 for "Excellent," 4 for "Very Good," 3 for "Average," 2 for "Poor," and 1 for "Terrible."	General feedback ratings
Yang and Leung (2018)	-		Review valence; Review volume.	General feedback ratings

Source: our elaboration

Table 9. Online presence, online visibility, and online reputation declinations

Online presence	Online visibility	Online reputation
Digital presence	Website visibility	Website reputation
Website presence	Social media visibility	Social media reputation
Social media presence		Online reputation management
Offline/online presence		Online reputation systems
		Online reputation systems' problems
		Online reputation mechanisms
		Online reputation scores
		Online reputational ratings/reviews

Source: our elaboration

Table 10. Online presence, online visibility, and online reputation interactions

	Online presence-online visibility Interactions	Online visibility-online reputation Interactions
Chen and Yen (2004)	Benefits of adding interactivity to a website include improved user satisfaction and a possible increase in site visibility; Prioritizing and strategically selecting the candidate features may help firms sustain a competitive online presence.	
Murphy and Scharl (2007)	Having a technology represents an early stage of organizational diffusion. Companies in later stages of internet adoption, for example, promote and redesign their websites to achieve higher search engine rankings, yielding more online visibility and subsequent website traffic.	While higher search engine rankings lead to higher traffic (online visibility), the design and information provided lead to greater credibility and reputation for a website.
Chua <i>et al.</i> (2009)	A subsequent marketing process challenge, for organizations, which do have an online presence, is understanding how to increase the flow of traffic to their website, increase their online visibility and hence increase sales.	

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4	Yayli and Bayram	In today's competitive market-place and
5	(2010)	technology-driven society, just having a web
6		presence no longer brings visibility.
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8	Reuber and Fischer	There are two aspects of an online reputation: being
9	(2011)	visible online and being seen as providing high-
10		quality goods and services; Online reputation
11		involves both visibility and quality.
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14	Smithson <i>et al.</i>	Online visibility alone is not enough. The first step
15	(2011)	is obviously pointing the user towards the firm's
16		website, but then the design and information
17		provided must be appealing.
18		
19		
20		It is important for a firm to carefully consider online
21		presence. Having a website provides both a context
22		for online commerce and a way to organize
23	Otero <i>et al.</i>	customers. Therefore, a firm should be present on
24	(2014)	at least two important industry-relevant
25		infomediaries to ensure its visibility, provide
26		detailed information on its own website, and
27		ultimately attract customers to its physical
28		establishment for a final purchase.
29		
30		Online presence through a corporate web site and
31	Raguseo <i>et al.</i>	search engines is not sufficient for being visible and
32	(2017)	attracting profitable customers; Online visibility as
33		the ability to attract more profitable customers.

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35 *Source: our elaboration*
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