# Article information:

Sci-Hub | A broad overview of interactive digital marketing: A bibliometric network analysis | 10.1016/j.jbusres.2021.03.061  
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# Article summary:

1. This article presents a bibliometric network analysis of interactive digital marketing.

2. It examines the research trends and topics related to interactive digital marketing, as well as the relationships between them.

3. The authors provide an overview of the current state of research in this field and suggest potential areas for further exploration.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article is generally reliable and trustworthy, as it is based on a comprehensive bibliometric network analysis that provides an overview of the current state of research in interactive digital marketing. The authors have also provided insights into potential areas for further exploration, which adds to its credibility.

However, there are some potential biases that should be noted. For example, the authors may have overlooked certain aspects or topics related to interactive digital marketing due to their focus on a particular set of sources or data points. Additionally, the article does not explore any counterarguments or present both sides equally, which could lead to one-sided reporting or unsupported claims. Furthermore, there is no mention of possible risks associated with interactive digital marketing, which could be important for readers to consider when making decisions about this topic.

# Topics for further research:

* Risks of interactive digital marketing
* Impact of interactive digital marketing on consumer behavior
* Ethical considerations of interactive digital marketing
* Interactive digital marketing strategies
* Interactive digital marketing and data privacy
* Interactive digital marketing and artificial intelligence

# Report location:

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