How Managers’ Shared Mental models of Business-Customer Interaction Influence Managers’ Sensemaking of Social Media

Building on empirical research, we identify four mental models of business–customer interactions and show how each uniquely affects how managers conceptualize and use social media. The four models are “business-to-customers,” “business-from-customers,” “business-with customers,” and “business-for-customers.” The mental model approach helps explain why managers’ use of social media does not necessarily lead to radical changes in their interaction with customers, despite the opportunities facilitated by these media. We provide a conceptual framework that enables managers to introspectively investigate their own mental models and thereby revise their sensemaking and use of social media.

© 2015 Direct Marketing Educational Foundation, Inc., dba Marketing EDGE.

General information
State: Published
Organisations: Copenhagen Business School
Contributors: Rydén, P., Ringberg, T., Wilke, R.
Pages: 1-17
Publication date: 2015
Peer-reviewed: Yes

Publication information
Journal: Journal of Interactive Marketing
Volume: 31
ISSN (Print): 1094-9968
Ratings:
BFI (2019): BFI-level 2
Web of Science (2019): Indexed yes
BFI (2018): BFI-level 2
Web of Science (2018): Indexed yes
BFI (2017): BFI-level 2
Scopus rating (2017): CiteScore 6.57 SJR 3.4 SNIP 2.345
Web of Science (2017): Impact factor 3.864
Web of Science (2017): Indexed yes
BFI (2016): BFI-level 2
Scopus rating (2016): CiteScore 7.64 SJR 2.85 SNIP 3.12
Web of Science (2016): Impact factor 5.026
BFI (2015): BFI-level 2
Scopus rating (2015): CiteScore 7.57 SJR 3.182 SNIP 3.385
Web of Science (2015): Impact factor 3.256
Web of Science (2015): Indexed yes
BFI (2014): BFI-level 2
Scopus rating (2014): CiteScore 4.07 SJR 1.745 SNIP 2.295
Web of Science (2014): Impact factor 2.773
BFI (2013): BFI-level 2
Scopus rating (2013): CiteScore 3.42 SJR 1.333 SNIP 1.783
Web of Science (2013): Impact factor 2.341
BFI (2012): BFI-level 2
Scopus rating (2012): CiteScore 2.81 SJR 1.691 SNIP 1.815
Web of Science (2012): Impact factor 1
BFI (2011): BFI-level 2
Scopus rating (2011): CiteScore 2.36 SJR 1.729 SNIP 1.613
Web of Science (2011): Impact factor 1.679
BFI (2010): BFI-level 2
Scopus rating (2010): SJR 2.714 SNIP 2.208
Web of Science (2010): Impact factor 1.4
BFI (2009): BFI-level 2
Scopus rating (2009): SJR 1.105 SNIP 1.828