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Article   🗎 PDF *(189 KB)*

Implications of the selfie for **marketing** management practice in the era of celebrity

The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of...

Chris Hackley, Rungpaka Amy Hackley and Dina H. Bassiouni
Publication date: 5 February 2018

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Abstract ①

Purpose

The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of the creative performance of consumer identity is a key element of the **marketing** management task for the media convergence era.

Design/methodology/approach

The paper uses the selfie, the picture of oneself taken by oneself, as a metaphor to develop a conceptual exploration of the nature of **marketing** in the light of the dominance of celebrity and entertainment in contemporary media and entertainment.

Details ②

Marketing Intelligence & Planning, vol. 36 no. 1
Type: Research Article
DOI: https://doi.org/10.1108/MIP-07-2017-0124
ISSN: 0263-4503

Keywords ③

| Identity | Celebrity | Convergence | Selfie |
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