

BOOK PROMOTION IN THE DIGITAL ECONOMY: STRATEGIC ROLE OF DIGITAL MARKETING TOOLS

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Abstract. The article explores the strategic role of digital marketing tools in book promotion within the digital economy. The subject of the present study is the set of digital marketing tools and the managerial implications of their use for book industry actors in an environment where production, distribution, and consumption are increasingly determined by digital technologies. The relevance of the topic is driven by the systemic transformation of the book market, which is characterised by the expansion of product formats (print books, e-books, and audiobooks), changes in the organisation of the publishing process, and the growing dependence of content visibility and audience access on platform algorithms. In this context, book promotion must be considered a structural component of strategic management, rather than a set of tactical communication activities. The objective of the present article is twofold: firstly, to analyse digital marketing tools in book promotion from the perspective of strategic management; and secondly, to systematise these tools and assess the strategic advantages and limitations of their use. The methodological framework underpinning this study is predicated on a rigorous analysis and synthesis of extant scholarly sources, a comparative analysis, and the generalisation of findings. The study corroborates the validity of conceptualising digital tools as an interconnected strategic system, as opposed to perceiving them as an isolated set of channels. Key tools include owned digital infrastructure (websites and e-commerce), targeted traffic acquisition tools (SEO), digital advertising, direct marketing (email and CRM marketing), social media and SMM, influencer marketing, user-generated content and reading communities, platform-based promotion (Goodreads, Amazon, streaming services), digital PR, content marketing, as well as analytics and performance measurement tools. The article demonstrates that the strategic benefits of digital tools lie in increasing the adaptability of book organisations, developing long-term relationships with readers (relational capital), optimising marketing budgets through targeting and personalisation, and supporting a shift towards data-driven management. Concurrently, the study identifies structural constraints, including platform dependence and algorithmic opacity, asymmetries in data control, regulatory restrictions on personal data, genre biases in digital consumption, and resource inequality among market participants, which may contribute to market concentration and a reduction in cultural diversity. The primary conclusion drawn from this analysis is that the efficacy of digital book promotion is contingent not on the mere presence of individual tools, but rather on their coherent configuration and integration into the managerial architecture of a book organisation. A strategic management of digital promotion should combine the development of owned channels and competencies, the institutionalisation of analytics, and the deliberate management of platform-related risks. This should be done in such a way as to balance economic efficiency with the support of cultural diversity in the book market.

Keywords: strategic management, digital marketing, book promotion, publishing industry, digital economy, cultural markets.

JEL Classification: M10, M31, L86, Z11

1. Introduction

The advent of the digital economy has precipitated a profound metamorphosis in contemporary industries, encompassing the cultural and creative

domains. The book market, as a constituent element of these industries, is experiencing substantial transformation. Digital technologies have profoundly influenced book production processes,

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distribution channels, and consumption models. The nature of the book product has evolved; the medium is no longer confined to print formats, while distribution has become increasingly dependent on digital platforms. These transformations necessitate a reconsideration of approaches to book promotion. Consequently, book marketing has evolved from a supplementary or purely tactical function to a strategic element within the management systems of book organisations (publishers and other book market actors).

In this context, the objective of the present article is to analyse digital marketing tools in book promotion from the perspective of strategic management in the digital economy. In order to achieve this objective, the following research tasks have been identified: firstly, to ascertain the role of digital promotion within the strategic management system of book-market organisations; secondly, to classify key digital marketing tools employed in the promotion of book products; and thirdly, to assess their strategic advantages and limitations. The methodological framework of the research is based on the analysis and synthesis of scholarly sources, comparative analysis, and analytical generalisation, which together enable the development of a comprehensive understanding of the research problem.

Despite the growing number of academic studies devoted to individual digital marketing tools, their role in shaping long-term promotion strategies within the digital economy, especially in cultural and creative markets, remains insufficiently covered. Consequently, the structure of the article commences with an analysis of the context of digital transformation in the book market, progressing to the systematisation of strategic digital marketing tools and an evaluation of their managerial implications.

2. Book Markets in the Digital Economy

The digital economy is effecting a paradigm shift in established concepts pertaining to the organisational structure of the publishing industry, thereby necessitating a degree of adaptation on the part of market participants in order to accommodate these novel conditions. The digital transformation of the book industry is systemic, encompassing the entire life cycle of the book: from its production to its distribution and promotion. The advent of global digitalisation

has had a profound impact on not only external communication processes, but also the interaction dynamics inherent within the domain of book production (Spjeldnæs, 2022). The advent of global internet connectivity has facilitated the remote operation of publishing production processes, thereby transcending the limitations imposed by physical location. Research has demonstrated that publishers, authors, editors and designers are capable of organising work on a book without regular personal meetings, interacting with each other using remote means of communication. The advent of remote work has the potential to expedite coordination and interaction among stakeholders, while concomitantly effecting gradual changes in the conditions of competition in the labour market. In such conditions, organizational flexibility and the ability to effectively coordinate distributed teams become important factors in the competitiveness of book organisations (Darmanto et al., 2025).

Moreover, the digital transformation has had an impact on the very nature of the product itself. In addition to the traditional paper format, the book now also exists in e-book and audiobook formats. The advent of this latter format has also given rise to a requirement for additional resources and competencies in order to create the product (Linkis, 2025). This necessitates the organisation of recording studios, as well as the involvement of narrators and audio production professionals. The expansion of book product formats is accompanied by a change in the cost and revenue structure of publishers, as well as an increase in the role of intangible assets and professional competencies in creating added value (Berglund, 2021; Linkis, 2025).

A seminal study by Spjeldnæs (2022) posits that a pivotal facet of the digital metamorphosis of the book market is its platformisation, a process accompanied by a paradigm shift in business models and a concomitant realignment of roles among market participants. Digital platforms function as novel intermediaries, establishing the regulations governing audience access, shaping the mechanisms of content visibility through algorithmic processes (Tristanty & Khusyairi, 2025), and exerting influence on the economic outcomes of publishers.

In the context of book promotion, the digital economy is driving the transition of book

marketing from a product and transactional logic to a relational model focused on long-term interaction with the audience (Masrianto et al., 2022). The strategic focus has shifted from individual book titles as standalone products to the community of readers, their level of involvement and loyalty (Rascati & Grantham, 2025). This approach has been demonstrated to effect a shift in the strategic priorities of book market entities, thereby concomitantly strengthening the role of digital communication tools (Okhrimenko & Fedoruk, 2024). Digital promotion processes serve a dual function, performing both communicative and analytical roles. They furnish book market actors with data concerning reader behaviour, their degree of involvement, and their responses to content. This information can then be considered in the context of strategic management (Masrianto et al., 2022).

In the digital environment, the reader is increasingly acting not only as a consumer of a book product, but also as an active participant in its promotion processes. The utilisation of social networks and online communities facilitates the formation of recommendations, the creation of content, and the shaping of book brands' reputations (Afolabi & Zolkepli, 2023). This encompasses interaction with specialised platforms on which readers can post reviews of books (for example, Goodreads, Amazon, etc.), as well as reviews on social networks, where readers participate as members of reading communities or book bloggers. The phenomenon of globalisation, precipitated by the global digitalisation of interaction, exerts a significant influence on book markets. For instance, reviews on TikTok concerning a particular book in the English-speaking segment can influence reader awareness of the same book in the domestic markets of individual countries, which may be reflected in sales performance (Yessenbekova et al., 2025).

3. Digital Marketing Tools

When it comes to promoting a book, it is advisable to consider digital marketing tools not as isolated tactical means, but as interconnected elements of a broader strategic system. These tools work together and complement each other: for example, SEO (search engine optimisation) requires a website, and content marketing activities can also be used for SEO purposes. Furthermore, in the modern book market, digital promotion is

becoming increasingly embedded in organisational adaptation processes caused by changes in the digital environment, data-driven decision-making processes and a focus on long-term consumer engagement. Accordingly, the effectiveness of digital marketing does not depend on a set of tools, but on an organisation's ability to integrate them into its management logic and decision-making processes (Masrianto et al., 2022). From a strategic management perspective, digital marketing tools are resources that contribute to organisations' adaptive capabilities, enabling them to respond to changing market conditions, shifts in reader behaviour, and changes in content visibility in digital channels. Therefore, the focus of management shifts from individual tools to their strategic configuration and interaction within a comprehensive promotional system.

In this system, the role of a website is pivotal. In the digital economy, publisher websites have evolved from mere representational resources to a state of integration with e-commerce tools, thereby enabling direct book sales and the measurement of conversions. This integration enables publishers to reduce their reliance on external sales platforms while retaining control over consumer data and relationships with their target audience. The increasing consumption of digital formats has led to a heightened emphasis on infrastructure solutions that integrate promotion, distribution, and performance evaluation (Berglund, 2021). The integration of e-commerce functionality within websites serves a dual purpose, functioning not only as a conduit for sales transactions but also as a strategic instrument that aligns promotional or marketing initiatives with tangible economic outcomes. Digital advertising has become an indispensable element among marketing tools, primarily due to the high level of measurability and predictability of its results. Unlike traditional forms of promotion, digital advertising allows both costs and communication effectiveness to be quantified, whether that be reach, conversions or return on investment. In the face of growing competition for audience attention, the ability to target precisely is what makes advertising tools strategically significant. The main types of digital advertising include contextual advertising on search engines, display advertising and targeted advertising on social networks, as well as advertising integrated directly into platform ecosystems. When used skilfully, digital advertising

can provide an influx of targeted traffic, some of which may convert into book purchases. Another important tool for driving targeted traffic is SEO. Unlike digital advertising, however, it does not work immediately and requires a time investment. It increases organic visibility in search results by aligning content with the logic of search platforms. Nevertheless, the effectiveness of SEO depends significantly on the algorithmic logic of search platforms, meaning publishers have limited control over the visibility of their products. It is evident that direct marketing tools, such as email marketing (or CRM marketing), play a pivotal role in the realm of digital book promotion. In contradistinction to platform channels, which are predicated on the logic of algorithmic visibility, email and CRM marketing provide direct and controlled contact with the reader. This renders these tools especially valuable in terms of repeat sales and reducing the cost of attracting customers. One of the fundamental tools in the realm of book promotion is social media marketing, which has profoundly transformed the nature of interaction between book market entities and the reading audience. In contradistinction to conventional (one-way) marketing instruments, these instruments facilitate two-way and continuous communication, with a focus on fostering reader engagement, trust, and loyalty. A notable distinction between the utilisation of social media by publishers or authors and that employed by formal media communication is the greater flexibility in communication strategies, particularly with respect to tone of voice. Social networks function as a space for informal influence on reader choice, where not only the pages of publishing business entities, but also communities and interaction between users become important. The potential exists for the enhancement of this interaction. Influencer marketing is predicated on the involvement of external actors, namely influencers or bloggers, who possess their own social, cultural or symbolic capital and are capable of influencing reader preferences. In contrast to the institutional communication strategies employed by publishers, influencers function as intermediaries between the book product and its intended readership, thereby facilitating the transfer of both information and trust. Research on social media marketing in the publishing industry demonstrates that recommendations from bloggers and opinion leaders can significantly influence demand

formation and purchasing decisions, particularly among younger demographics (Afolabi & Zolkepli, 2023; James, 2022). Concurrently, the utilisation of influencer marketing is accompanied by a diminution of direct control over promotional messages and a reliance on the reputation and conduct of external actors, thereby endowing this instrument with a strategically ambivalent nature. As is well documented, influencer marketing is closely related to promotion based on user-generated content and the activities of reading communities. In the digital environment, the reader is increasingly acting not only as a consumer of a book product, but also as an active participant in the processes of its interpretation and distribution. Through the utilisation of various forms of user-generated content, such as reviews, recommendations, video reviews, and comments, users collectively shape perceptions of books and exert a significant influence on the reputation of book brands. Research by BookTok and related reading communities shows that unmanaged or semi-managed user content often becomes a decisive factor in increasing the visibility of individual books (Rascati & Grantham, 2025; Tristanty & Khusyairi, 2025). For entities in the book industry, this means considering reading communities as separate promotional partners with whom to establish systematic interactions. Platform-based promotion occupies a separate place in the digital promotion system. Digital platforms – such as Goodreads, Amazon and audio streaming services – not only act as communication channels, but also as institutional intermediaries that shape access to audiences. The platformisation of the market is accompanied by a redistribution of control over content visibility and publishers' dependence on constantly changing algorithmic rules (Spjeldnæs, 2022). Ratings, reviews, and recommendation systems have become an integral part of the promotional process; they influence readers' decisions even before they come into direct contact with a book (Berglund, 2021). Therefore, platform-based promotion renders digital book promotion dependent on platforms, necessitating a strategic approach from entities in the book market. Digital PR can be defined as a tool for public communication and reputation management. In contradistinction to social networks, which facilitate direct interaction with the audience, digital PR is predicated not on incessant communication but rather on strategic

positioning and the maintenance of reputation through official websites and digital media. Content marketing represents a further instrument in the realm of digital promotion. It entails the systematic creation and distribution of content that is of significant value, with the objective of stimulating interest in the book product and supporting long-term audience engagement. Content marketing comprises informational and visual materials that have the potential to pique the interest of readers. Content marketing is not to be regarded as a discrete channel in itself, but rather as a meaningful component of a broader system of digital book promotion. It is closely related to SEO, SMM and digital PR. The final element of the digital book promotion system is constituted by analytics and performance measurement tools. These tools provide feedback between marketing activities and management decisions. Interaction with the audience in the digital environment leaves behind a significant amount of data related to reach, engagement, reactions to content and behavioural patterns of consumers. The utilisation of analytical tools enables book organisations to evaluate the effectiveness of individual channels and digital marketing tools, and to adjust strategies in accordance with the data obtained (Masrianto et al., 2022). Within the context of the book market, analytics has been shown to facilitate a transition from intuitive decision-making to data-driven approaches in the realm of promotion planning. Concurrently, the preponderance of data may be found in digital platforms rather than in book organisations. Consequently, analytics have the capacity to enhance the management capabilities of publishers and consolidate the structural boundaries of their influence within platform ecosystems.

Digital marketing tools employed in the promotion of books constitute a complex and interconnected system, encompassing a dedicated digital infrastructure (websites and e-commerce), tools for the acquisition of targeted traffic (search engine optimisation), digital advertising, direct marketing tools (electronic mail and customer relationship management marketing), content marketing and digital public relations, social networks, influencer marketing, user-generated content and reading communities, platform-based promotion, as well as analytics and performance measurement tools. It is evident that a consideration of these tools in isolation from

each other does not permit a comprehensive comprehension of their role in promotion in the modern book market. Nevertheless, the integration of digital promotion within a unified strategic management framework signifies the evolution of this field from a series of discrete tactical initiatives to a recognised component of the strategic management framework employed by book organisations. The integration of tools in this way gives rise to both strategic advantages and structural limitations of digital promotion, which requires separate analysis.

4. Strategic Management Implications

The following discourse will examine the strategic advantages of digital marketing tools. A primary benefit of this approach is the enhancement of organisational adaptability to environmental changes. The analytical capabilities of digital channels enable organisations to track engagement indicators, interaction frequency, and behavioural patterns of the audience almost instantaneously. The Average Finishing Degree (AFD) metric, calculated using Storytel streaming data, enables the assessment of two key factors. Firstly, it allows for the evaluation of access to audiobooks within a subscription model. Secondly, it provides insight into the depth of listening (Berglund, 2021). The provision of such information facilitates the development of more precise models of consumer behaviour and the adaptation of editorial policy. The utilisation of personalised targeting mechanisms within the domain of digital advertising has been demonstrated to enhance the efficacy of marketing budgets. Systematic reviews of digital advertising consistently highlight the pivotal role of algorithmic personalisation in enhancing conversion and engagement metrics. For book organisations, this signifies the capacity to allocate resources to audience segments with a higher probability of purchase, thereby minimising ineffective expenditure. Another strategic advantage is the accumulation of relational capital in the form of long-term relationships with readers. SMM, CRM and email marketing support a long-term interaction model that increases customer lifetime value (LTV). Activity in digital channels has a positive effect on brand performance indicators, which highlights the importance of having a systematic digital presence for long-term competitiveness.

Furthermore, digital tools facilitate economic optimisation. More accurate demand forecasting based on analytical data reduces the risk of overproduction, lowers warehousing costs and minimises unsold print runs, which is consistent with the principle of rational resource allocation within the digital economy.

Limitations and risks of strategic use. Despite the benefits, using digital marketing tools strategically comes with a number of limitations and risks. One central risk is platform dependence. Platformisation redistributes control over content visibility in favour of digital platforms. Algorithmic mechanisms determine book ranking and recommendations, as well as defining the conditions for audience access. This means that even an effective marketing strategy for book organisations remains dependent on opaque and unpredictable algorithmic changes. Limitations also relate to data control. Although digital environments generate substantial information about reader behaviour, much of this data belongs to platforms rather than book organisations. This creates structural asymmetries and complicates the full implementation of data-driven approaches. Furthermore, regulatory requirements for the protection of personal data limit the extent of personalisation possible and affect targeting tools. A significant risk is genre bias in digital consumption. The algorithmic mechanisms of BookTok contribute to the dominance of mass genres, particularly mass-produced romance, which could result in the homogenisation of the literary landscape (Tristanty & Khusyairi, 2025). Similar trends can be observed in streaming environments, where the structure of audiobook genres differs from that of the traditional book market. Algorithmic selection can amplify popular formats while reducing the visibility of niche or experimental publications. Furthermore, digital transformation does not eliminate market inequality; in fact, it may even intensify it. Large publishers have greater resources to invest in performance marketing and analytics, whereas small players face funding and human capital constraints. In this context, digitalisation may contribute to market concentration and increased asymmetry among participants.

Integrating digital promotion into strategy. Given the combination of advantages and risks, the strategic management of digital promotion requires the integration of tools into a coherent

managerial architecture. Digital marketing cannot be treated as a series of isolated tactical actions; its effectiveness depends on aligning owned channels (such as websites and CRM systems), paid instruments (such as digital advertising) and platform mechanisms (such as Goodreads, Amazon and streaming services). This configuration can mitigate platform lock-in risks and increase organisational autonomy. One important development is the institutionalisation of data-driven management. Digital transformation involves implementing analytics at strategic, tactical and operational management levels, including performance evaluation and process optimisation. For book organisations, this involves incorporating engagement, conversion and behavioural metrics into the strategic planning cycle. Analytics then serve as a tool for evaluating past campaigns and as a basis for future strategic decisions. Integrating digital promotion requires the development of new competencies and the adjustment of organisational structures. As marketing functions increasingly intersect with analytical, technological and editorial processes, there is a need for cross-functional teams that can combine content strategy, analytics and brand management. Therefore, the strategic use of digital marketing tools requires a balance between seizing the opportunities of the digital economy and minimising its structural risks. The integration of these entities into the overarching development strategy of a book organisation has the potential to enhance adaptability, ensure economic efficiency, and concurrently preserve market cultural diversity. This is a crucial aspect for ensuring the long-term resilience of the publishing industry in the context of digital transformation.

5. Conclusions

The study demonstrates that the digital economy is reshaping the book market in a systemic manner. This is evident in the increasing dependence on digital platforms in relation to product formats (print, e-books, audiobooks), the organisation of publishing processes, and consumption models and distribution channels. The role of algorithms in shaping content visibility is increasing, and control over audience access and data is being redistributed in favour of platforms. The study shows that the digital economy is changing the book market systematically. This is evident in

the growing reliance on digital platforms with regard to product formats (print, e-books and audiobooks), publishing processes, consumption models, and distribution channels. Algorithms are playing an increasingly important role in shaping content visibility, and control over audience access and data is shifting towards platforms. The key conclusion is that strategic effects are not generated by a list of channels, but by their coherent configuration and integration into managerial logic. However, structural risks such as platform dependence, algorithmic opacity, asymmetries in data control, genre biases and resource inequality among market participants limit the autonomy of book organisations and may affect cultural diversity. Therefore, the strategic management of digital promotion should focus

on balancing the opportunities offered by digital tools with minimising platform-related risks. This can be achieved by developing owned channels, institutionalising analytics and cultivating cross-functional competencies.

Future research should empirically test these conclusions using evidence from specific national markets, taking into account differences between large and small publishers, and between commercial and niche segments. Promising areas for future research include the quantitative analysis of how specific configurations of digital tools influence sales performance, audience engagement and long-term loyalty. Another promising area is the examination of how platform algorithmic logics shape genre structures and cultural diversity in book markets.

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