

# Traditional and Digital Communication Media Publication Trends: A Systematic Literature Review

Muslimin Machmud<sup>1</sup>, Salahudin<sup>2</sup>, Najamuddin Khairur Rijal<sup>3</sup>, Muh. Anugrah<sup>4</sup>

## Abstract

*This study aims to review publication and research trends; map research topic clusters, and determine the relationship between topics, and research topic trends on traditional communication media and digital communication media. The Systematic Literature Review (SLR) approach was applied in writing this article which used 33 scientific articles sourced from the Scopus database selected for publication between 1985 and 2024. Article analysis/review used Vosviewer software to map research topic networks and trends. This study revealed that the trend of scientific publications on the topics studied showed an increasing trend in the number of publications but was not significant from year to year, 1985 to 2024. The topic was studied from various fields of science through different approaches carried out intensively by scholars from developed countries. There are three topic clusters in this study, namely interaction clusters, applications, and uses that are interrelated with each other related to the use of traditional communication media and digital communication media as channels for sustainable development communication. The contribution of this study is to provide an overview of the importance of using traditional communication media that is integrated with the use of digital media so that both media can develop simultaneously. The limitation of this study is that the source of the articles used is only from the Scopus database so that it does not completely describe the trend of scientific publications on the topic being studied. The recommendation for the next study is a study using article sources from various reputable international databases.*

**Keywords:** *Traditional Communication Media; Digital Communication Media; Interaction; Development; Content; Organization; and Society.*

## Introduction

The development of information technology has an impact on changes in human communication patterns that were originally carried out through traditional communication media to digital communication. These changes occur in all sectors, including business, government, health, community culture, and politics (Kent and Ellis 2015; Sharakhina et al. 2018). In the business sector, business management is carried out through the use of digital media which has a major impact on the achievements of private organizations (Dwityas et al. 2020; Krisnanto et al. 2023). Many studies have shown that the use of digital media in organizational management has an impact on the efficiency and effectiveness of the organization, namely that organizations can realize programs and activities quickly and accurately with good quality; organizations can solve problems properly and orderly and based on accurate data and information; the government can carry out government functions in an orderly and transparent manner at a relatively low cost (Krötzel 2021; Maziašvili, Plešniak, and Kowalik 2023). However, the use of digital media in organizational management does not always have a positive impact on the achievement of organizational targets and goals because organizations cannot directly ascertain the real problems that occur, including individual behavior, responses, understanding, and satisfaction of all parties related to the organization (Al-Abdallah, Hamdan, and Dar-Odeh 2021; Danielsbacka, Tammissalo, and Tanskanen 2023; Tytelova et al. 2021).

Several studies explain that modern organizations in carrying out their functions relatively ignore human interaction because they place digital as the main tool. In fact, the most important thing in managing an organization is to understand human behavior in detail and accurately so that the treatment of the organization's

---

<sup>1</sup> Department of Communication Science, Universitas Muhammadiyah Malang; machmudmus@umm.ac.id (Corresponding Author)

<sup>2</sup> Department of Government Studies, Universitas Muhammadiyah Malang.

<sup>3</sup> Department of International Relations Studies, Universitas Muhammadiyah Malang.

<sup>4</sup> Department of Informatics Science, Universitas Muhammadiyah Malang.

human resources is carried out properly. Digital communication media as an organizational tool cannot be placed as the main tool, in fact what is more important is traditional communication media, namely direct interaction between humans (human interaction) through conversation, communication, and coordination in carrying out organizational functions (Danielsbacka et al. 2023). Traditional communication media, in addition to being able to maintain the continuity of traditions and cultures that have been formed for a long time as local wisdom, can also maintain the continuity of the identity of the nation and state (Tytelova et al. 2021). Therefore, a number of developed countries, even though their technology is very advanced, are now starting to conduct in-depth studies on the existence of the use of digital media as a means of social interaction in all matters.

Several scholars in their studies explain that traditional communication media and digital communication media are a single media unit that complement each other as a means of public communication (Tomaselli et al. 2016). However, traditional communication media in the digital era are starting to be forgotten by stakeholders such as the government, practitioners, and scholars. Studies on digital communication are developing rapidly, focusing on various issues, including digital media design, utilization, digital management, and digital information systems. In general, universities direct their students to research digital media; they design curriculum and student competencies that are inseparable from digital competencies (digital skills). The government also emphasizes that all educational institutions need to focus on strengthening the digital skills of students and graduates. Government policies are oriented towards digital. Companies also recruit workers with more emphasis on digital skills than human skills (soft skills). Several studies reveal that digital orientation is starting to threaten human existence which ultimately threatens the future of the organization. Now digitally oriented organizations are facing serious problems, including not having human resources who have good critical thinking (Fraccastoro, Gabrielsson, and Pullins 2021; Sharakhina et al. 2018).

Based on literature sourced from the Scopus database, previous studies have not explained the trend of scientific publications on traditional communication media and digital communication media simultaneously. Several previous studies explained the two communication media separately. Therefore, this study specifically reviews literature that explains integratively between traditional communication media and digital communication media. This study aims to explain the trend of research and scientific publications on traditional communication media and digital communication media based on year, country, and field of science; find out the clusters and relationships between research topics in the field; and explain the trend of research topics as a basis for describing the potential for research on traditional communication media and subsequent digital communication media. This study uses the Systematic Literature Review (SLR) approach to review 33 scientific articles on traditional communication media and digital communication media sourced from the Scopus database between 1985 and 2024. Data analysis uses the Vosviewer application to map the network and trend of previous research topics (Mansoor et al., 2022).

### *Traditional and Digital Communication Media*

Although digital communication has many positive aspects in building social networks, digital communication cannot always build strong emotional relationships between communicators and communicants, including in the context of political communication (Altamirano-Benítez, Ruíz- Aguirre, and Baquerizo-Neira 2022). Many messages conveyed through social media are interpreted differently by netizens, making the social space uncondusive, on the contrary, public information is increasingly uncontrolled; netizen debates take place in an unhealthy way, they insult each other, disinformation occurs massively in the digital public space, which has an impact on poor social interaction in society (Danielsbacka et al. 2023; Ben Farah, Kachouri, and Samet 2006). Therefore, many scholars have studied in more depth the existence of digital communication media for social solidarity and stability of a community, nation and state. Several studies have revealed that digital communication media still need to be balanced by the use of traditional communication media that directly involve communicators and communicants, where messages and communication values are conveyed and well received by all parties involved in communication and social interaction (Dalla Pozza, Heitz-Spahn, and Texier 2017;

Sufian et al. 2019; Del Vacchio, Gargiulo, and Bifulco 2020). Scholars of traditional communication media explain that traditional communication media is not only about direct communication between communicators and recipients, but is related to culture, tradition, local wisdom, and the true essence of community life (Danielsbacka et al. 2023; Tytelova et al. 2021).

The rapid development of digital communication media has changed social communication behavior that tends to ignore real social interactions. Currently, people rarely build direct communication and interaction in everyday life, including in matters of buying and selling transactions, business, professionals, public services, and others. The public seems to consider new communication as a solution to traditional communication which is considered ineffective, inefficient, and slow (Harris 1998; Loaiza and Sung 2024). The government is also making rapid changes in building a digital government organization system. The management, communication, interaction, and coordination mechanisms between government units are carried out through digital media. Public services are also carried out through digital media. The government considers the use of digital media to be the highest standard of government achievement (Dalla Pozza et al. 2017; Krøtel 2021). Politicians also do the same thing using digital media as a means of gaining and maintaining power. Many scholars say that digital communication media has changed the social awareness of all elements who have forgotten the importance of traditional communication (Altamirano-Benítez et al. 2022).

Many scholars and professors have changed their expertise status, which initially focused on the study of traditional communication media to the study of digital media communication. So it is not surprising that the development of research and scientific publications in the field of traditional communication media is relatively not well developed; far behind the study of digital communication media. Basically, communication scholars can integrate studies between traditional media communication and digital media. However, based on the trend of scientific publications in the Scopus database, the integration of studies between traditional and digital communication media has not received serious attention from scholars, professors, and researchers. In fact, studies in this context are very important to be carried out as an effort to strengthen the mutual symbiosis between traditional and digital communication media that complement and strengthen each other so that good social communication is formed that can strengthen the true socio-cultural identity of society. This paper aims to map scientific publications that discuss traditional and digital communication media, and formulate integrative research themes for traditional and digital communication that emphasize traditional communication media based on the use of digital communication media (Mansoor et al., 2022).

## Research Methods

This study uses a Systematic Literature Review (SLR) approach that aims to review articles on traditional communication media and digital communication media as a single communication media unit (Bannister-Tyrrell et al. 2023). The SLR approach is applied to map publication trends and research topics so that the direction of subsequent research in the field being studied can be formulated. SLR is carried out procedurally through clear and measurable stages, namely the first stage is determining the research topic, namely traditional communication media and digital communication media; determining keywords, namely "traditional communication" AND "digital communication"; and determining the focus of the study, namely the analysis of publication trends and research on traditional communication media and digital communication media; the second stage determines the source of the reviewed article, namely SCOPUS; the third stage explores articles from sources determined based on the publication period between 1985-2024; the fourth stage verifies articles based on ease of access to article files until the selected articles are 33 articles that can be accessed; and the fifth stage analyzes articles with VOSVIEWER software. The SLR stages are carried out through the PRISMA (Preferred Reporting Items of Systematic reviews and Meta- Analyses) procedure as follows (Rethlefsen et al. 2021).

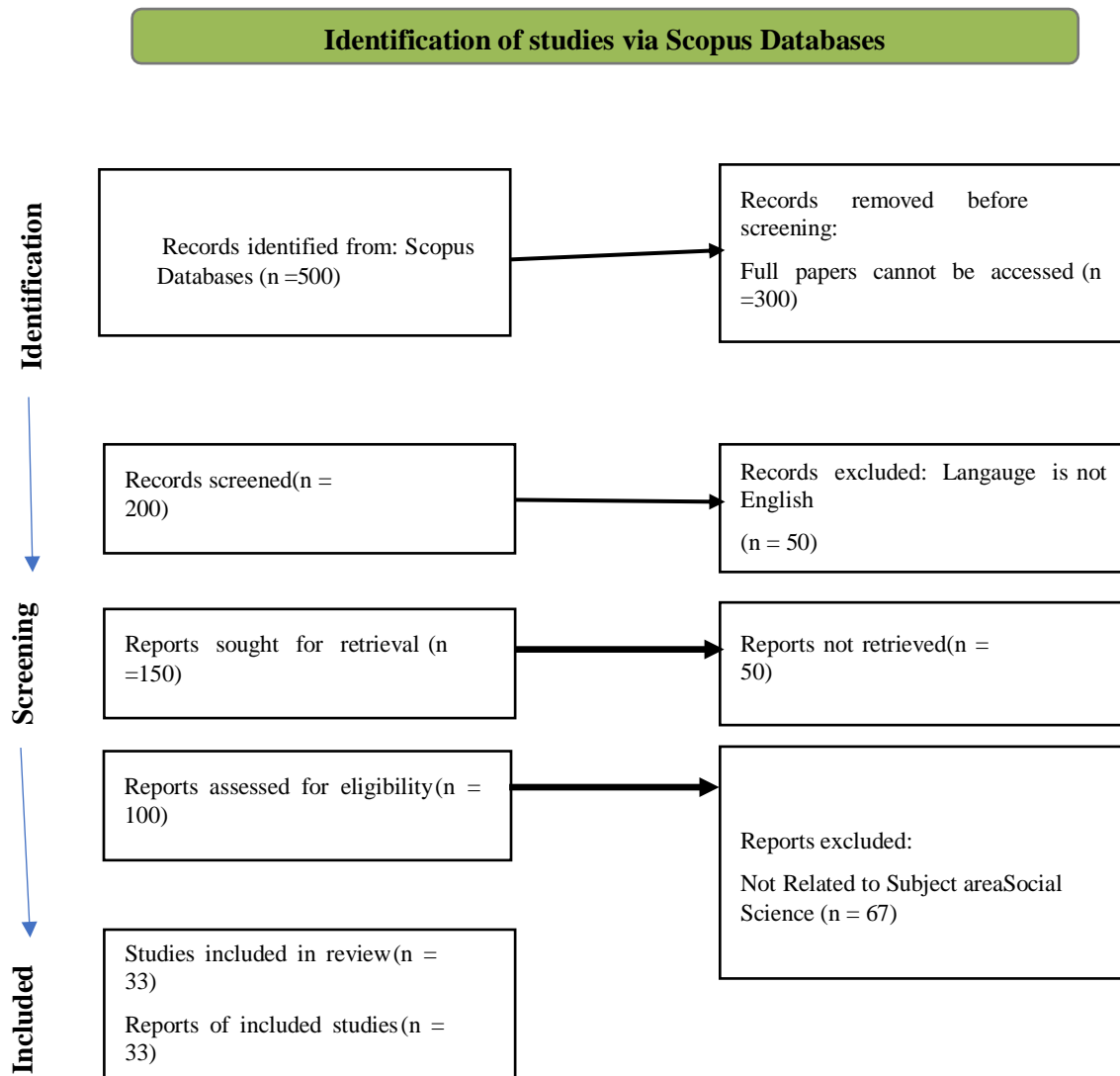


Chart 1. Preferred Reporting Items of Systematic reviews and Meta-Analyses (PRISMA) Protocol

## Research Result

Figure 1 shows that there are two interesting things in the context of scientific publication trends on traditional communication media and digital media, namely first, studies in this field have long received attention from scholars, namely from 1985 to 2024; and second, this study has not received serious attention from scholars as indicated by the lack of scientific publications on this issue. In 1985 there was only one scientific publication, from 1986 to 1987 there were no scientific publications on this matter, in 1988 one scientific article appeared, there were no publications between 1989 and 2001, in 2002 there was one scientific publication, in 2003 there was no publication, in 2004 one publication, in 2005 there was no publication again, in 2006 one publication, in the time span between 2007 and 2013 there were no publications, publications appeared again from 2014 to 2024 which in that time span showed a positive trend, namely an increase in scientific publications in the field of traditional and digital communication media.

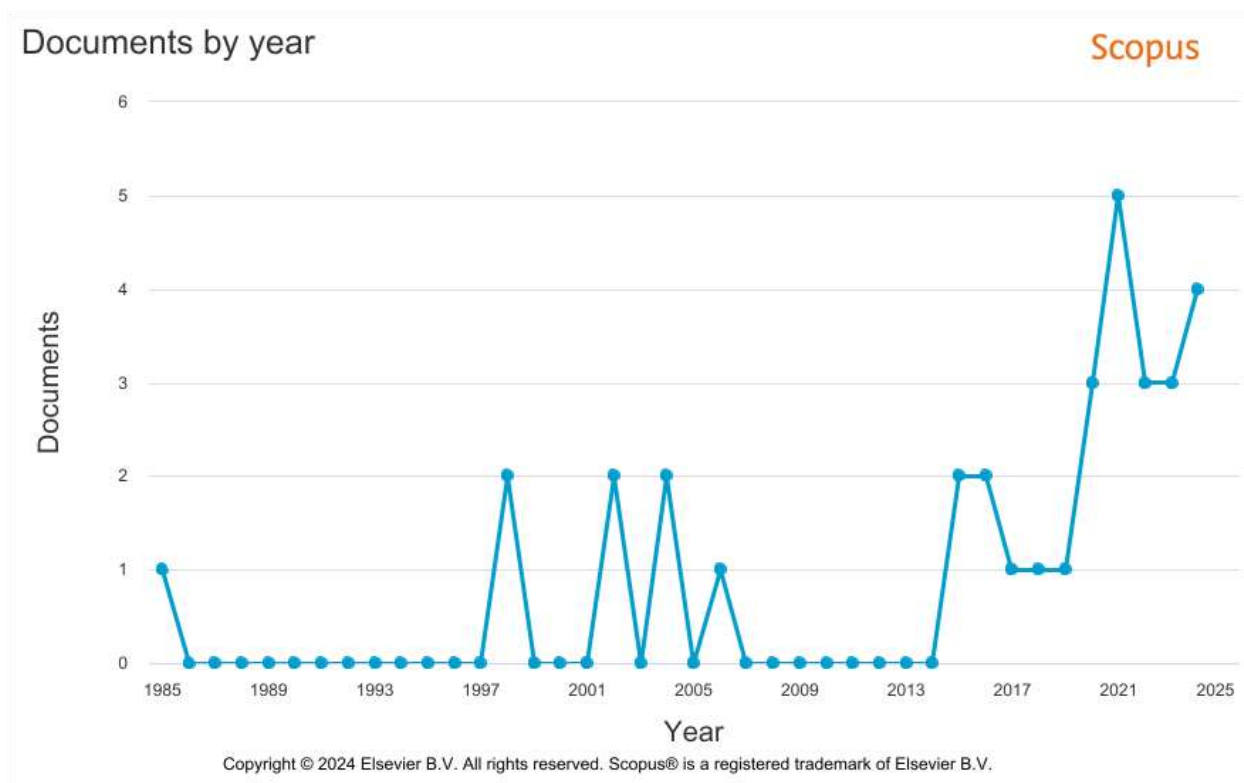
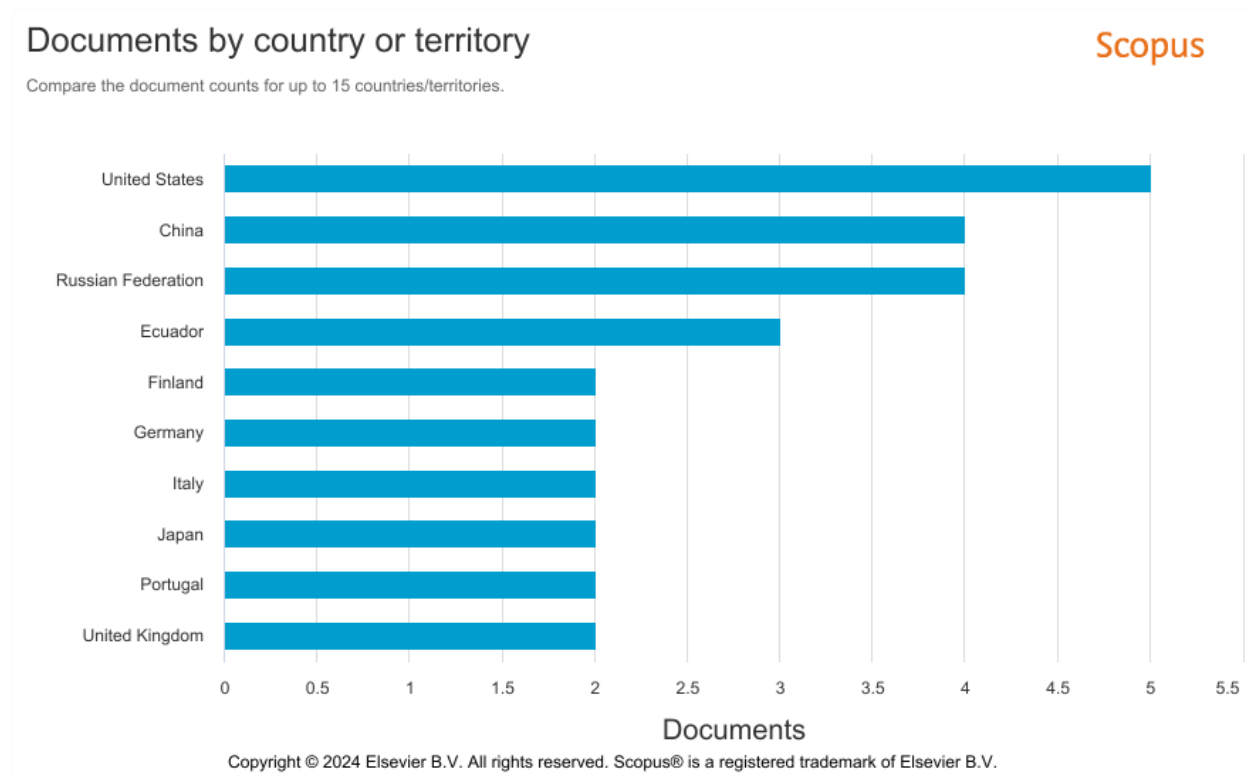


Figure 1. Trends in Scientific Publications on Traditional and Digital Communication Media by year.

Figure 2 shows countries that are concerned with the integrative study of traditional communication media and digital communication media. The interesting thing about the data is that developed countries such as the United States, China, and Russia pay serious attention to the study. In fact, these countries are known as countries with advanced communication technology, including digital technology as a means of social communication and their organizations. In many of their studies, the development of digital communication technology has created a social communication gap that has eliminated the existence of humans as social beings. It seems that these developed countries have conducted in-depth studies that emphasize that digital media cannot replace traditional

communication media, and at the same time, digital media cannot be avoided in today's new era. Therefore, many of their scholars have proposed the concept of traditional communication media being integrated with digital communication media, namely that traditional communication messages and content are carried out based on digital media, which is known as the concept of digitalization of traditional communication. In addition to these three developed countries, other developed countries that have conducted studies in this field include Germany, Italy, Japan, and England.



**Figure 2. Scientific Publications on Traditional and Digital Communication Media by country.**

Figure 3 shows that the study of Traditional Communication Media and Digital Communication Media is carried out by many fields of science, including computer science, social science, engineering, management, economics, business, computer engineering, and other fields of science. Among these fields of science, the field of computer science is the most dominant field of science that studies traditional communication media and digital communication media. This indicates that computer science specifically explains digital communication including communication networks, algorithms, digital techniques, websites, and computer engineering. Several articles explain that the field of computer science is not always related to the explanation of digital communication computerization but also explains how humans use computer media as a social communication medium. Therefore, the field of social sciences also plays an important role in explaining traditional communication media and digital communication media which specifically focus on explaining social communication behavior, communication culture, communication wisdom, and the role of social institutions. The field of mechanical engineering and the field of business science also play an important role in explaining this which focuses on the use of traditional communication media and digital communication media as a means of business communication and management, including in the context of industrial governance in the digital era. An important finding in this case is that studies in this field can be carried out from various perspectives and

approaches.

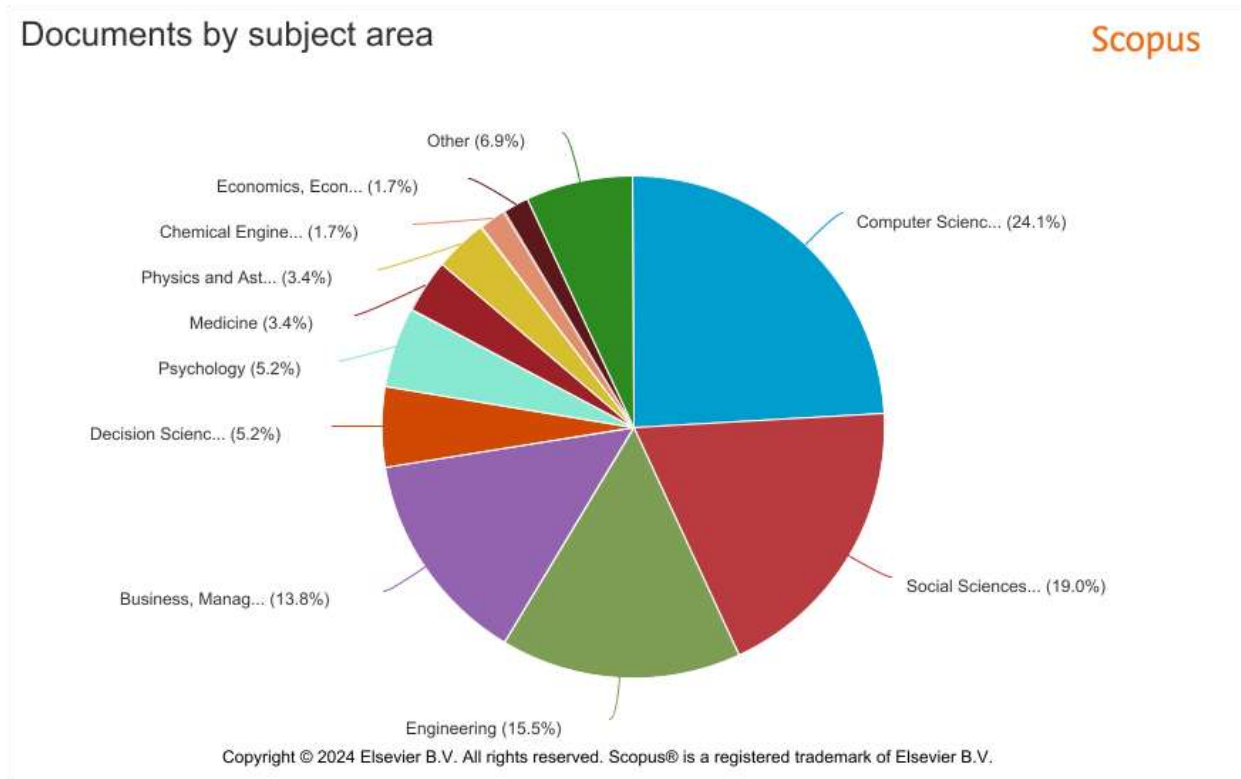
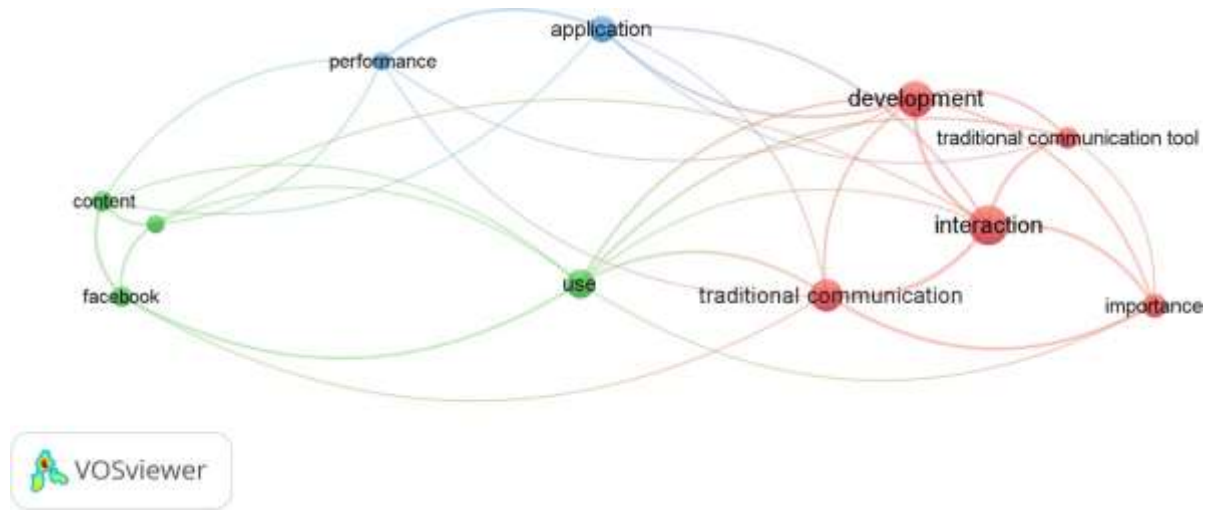


Figure 3. Scientific Publications on Traditional and Digital Communication Media based on scientific subject areas.

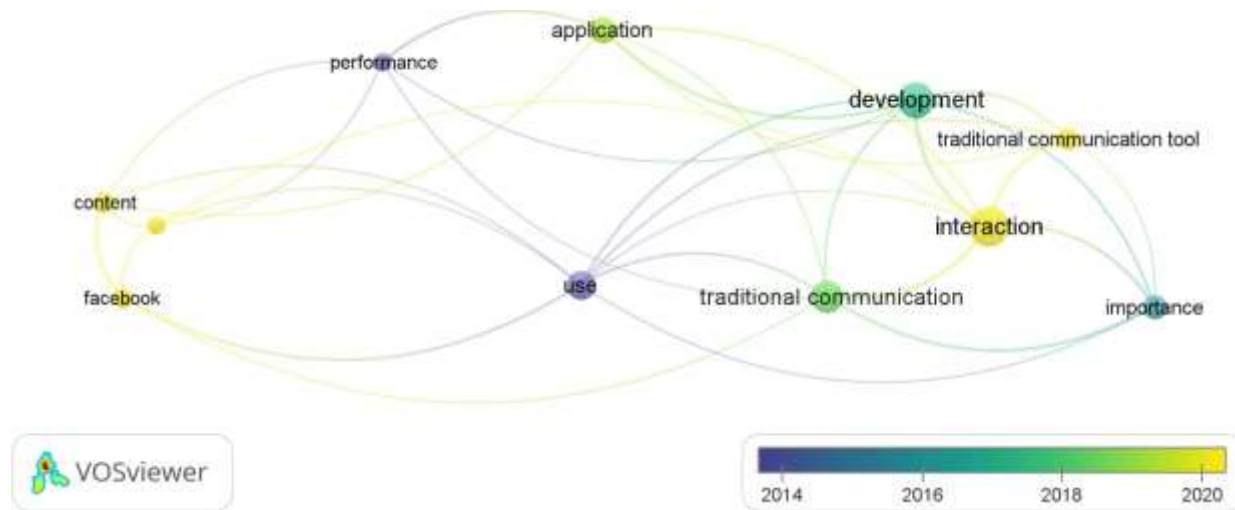
Figure 4 shows that there are four topic clusters in the study of traditional communication media and digital communication media, namely the interaction cluster, the application cluster, and the usage cluster. The interaction cluster is related to the use of traditional communication media, the important role of traditional communication media, traditional media communication tools, and social development. Several articles explain that social interaction can only take place through traditional communication media such as tradition, culture, symbols, and language involving two or more parties either directly or indirectly which ultimately creates an agreement or opposition/contrast for all parties involved in it. The application cluster is related to performance related to the existence of individuals, organizations, and certain groups in using applications or communication media, both traditional and digital. The usage cluster, namely the cluster related to the use of digital communication media such as Facebook as means production and delivery of communication content.



**Figure 4. Research Topic Network on Traditional Communication Media and Digital CommunicationMedia.**

Figure 4 also shows that each topic cluster in the Traditional Communication Media and Digital Communication Media studies are interrelated. The user cluster is directly related to the interaction cluster and application cluster, which confirms that the study of media use can be related to the use of traditional communication media as a means of interaction supported by digital application media such as Facebook as a means of producing and delivering communication messages. The important findings of Traditional Communication Media and Digital Communication Media are a unity of complementary communication media, where traditional communication can be done through digital communication media such as social media and other information system applications. Several previous articles also explain the same thing that mediatriaditionaland digital media cannot be viewed or placed differently, let alone placed as two different media in terms of function and use. In fact, both are a unity that is interrelated in the context of social communication.





**Figure 5. Research Topic Trends on Traditional Communication Media and Digital CommunicationMedia.**

Figure 5 illustrates the trend of Traditional Communication Media and Digital Communication Media study topics. In 2014, communication media studies were related to the use of digital and traditional communication media to improve the communication performance of individuals, communities, and professional organizations such as government institutions and companies, including political organizations such as political parties and civil society. Studies on development communication emerged in 2016 to 2018 which were directly related to the use of traditional communication media and digital media/applications as a means of human, technological, and scientific development. The latest studies in this context, namely interactions through traditional communication media and digital communication media through Facebook and other social media, confirm that the two communication media are a single, complementary media. Several recent articles also explain that the contradictory perception between the two communication media is a perspective that need academically and functionally straightened out in all human social affairs.

## Discussion of Results

Research on traditional communication media and digital communication media is still considered to have received minimal attention from scholars. However, this research has received serious attention from several scholars with various fields of science. The fields of computer science, social science, and business management science are fields of science that specifically explain that traditional communication and digital communication are a unity that can be integrated for a matter, such as business interests, politics, marketing, and other matters. Developed countries such as the United States, China, Russia, Ecuador, Germany, and Italy are countries that also specifically study the role of traditional communication media and digital communication media, both of which can be designed as effective communication channels with innovations in their implementation adjusted to the target audience (Danielsbacka et al. 2023; Strauss, Harr, and Pieper 2024).

The results of a review of 33 scientific articles revealed that there are three topic clusters in the study of traditional communication media and digital communication media, namely the

interaction cluster, the application cluster, and the usage cluster. Several papers explain that the study of interaction is related to the use of traditional communication media channels for development purposes. Development is a process of social transformation and innovation that needs to be carried out through various strategies, including implementing an effective communication model to ensure that development targets can be achieved properly (Krotel 2021; Magalhães 2015). Effective communication in the context of development is reflected in the level of public understanding and acceptance of high development. Many scholars explain that the right development communication model is to apply traditional communication media through appropriate messages, content, symbols, and language (Loaiza and Suing 2024; Sharakhina et al. 2018; Del Vacchio et al. 2020).

*The application cluster* is related to the performance of individuals or organizations in implementing communication methods for the benefit of achieving goals. Communication applications consist of two forms, namely traditional communication applications and digital communication applications. Many scholars suggest that the application of both communication media applications can help individuals or organizations convey messages and information appropriately so that they can be received by communicants who influence the achievement of individual or organizational performance. Politicians as individuals can be known to the public if they apply communication methods or applications that are adjusted to the culture and education level of the audience. Politicians cannot apply digital communication methods to people who are not yet familiar with digital (Altamirano-Benítez et al. 2022). Conversely, traditional communication media applications are very ineffective when applied to audiences whose education levels support being familiar with digital (digital society).

*User cluster*, which is a topic that specifically explains that the use of traditional communication media and digital communication media can be applied at the same time. The use of traditional communication media can be applied sustainably if supported by the use of digital communication media. Therefore, the integration of the two communication media needs to be done, namely the use of traditional communication media based on digital media, or vice versa the use of digital media based on traditional communication content. In the first context, digital media is used as a means of traditional communication, where digital media is an information system application that is used as a database for traditional communication content. The information system is designed to summarize and categorize traditional communication content and is designed to be widely accessible to the public. Thus, digital media plays a role in maintaining the sustainability of traditional communication.

Each cluster of research topics in the study of traditional communication media and digital communication media are interrelated. In general, interaction and development are two important topics in the study of traditional communication and digital communication. The dominant topic is directly related to the study of communication consisting of channels and applications of traditional media communication and digital communication media. The interrelationship shows that the study of traditional communication and digital communication media is a unity that intersects each other. The latest development, the research topic that scholars are interested in is about interactions using traditional communication media and digital communication media. However, this research has not developed well enough because the research topics are still very limited. Therefore, research on this topic needs to be developed through in-depth and extensive research on the integration of the use of traditional communication media and digital communication media for various matters, including business, information technology development, strengthening socio-culture, government, politics, economics, and management.

## Conclusion

This study confirms that the trend of publications and research on traditional communication media and digital communication media shows a positive trend in terms of the number of scientific publications from 1985 to 2024. However, the increase in publications has not increased significantly from year to year, which indicates that the attention of scholars studying this topic is very minimal. However, the research topic is studied from various fields of science, including computer science, social sciences, business management, mechanical engineering, and other fields of science, which shows that studies on this topic can be carried out through various approaches and perspectives that provide opportunities for the development of research in this field. Developed countries pay serious attention to this study, which illustrates that developed countries see the need to integrate traditional communication media and digital communication media for a better future communication model.

This paper also revealed that there are three clusters of research topics that are interrelated with each other, namely the interaction cluster, the application cluster, and the user cluster. The interrelationship between these clusters is related to the use of traditional communication media that can be integrated with digital applications as a development communication channel that can be understood by the community and has an impact on a sustainable development communication model that maintains the sustainability of socio-cultural values, oral traditions, and the language of the community in general. The trend of research topics in this field shows that further communication media studies are related to social interactions through traditional communication social media and digital communication media for sustainable community development. Traditional communication media can be integrated with digital media which focuses on traditional communication media models based on digital media.

The limitation of this research is that the reviewed articles are still very limited and only sourced from the Scopus database so that they cannot comprehensively describe the publication and research trends in the field studied comprehensively. The recommendation for the next research is that the reviewed articles can be sourced from various reputable international databases including Web of Science (WoS), Scopus, EBSCO, and Dimension Scholar so that the research findings are expected to more comprehensively describe the topics studied which are expected to be used as a good research roadmap for the development of traditional communication media studies and digital communication media.

**Acknowledgements:** We would like to thank the Ministry of Education, Culture, Research and Technology, Republic of Indonesia for supporting the research funding and publication of this article.

## References

- Al-Abdallah, M., M. Hamdan, and N. Dar-Odeh. 2021. "Traditional vs Digital Communication Channels for Improving Compliance with Fixed Orthodontic Treatment: A Randomized Controlled Trial." *Angle Orthodontist* 91(2):227–35.
- Altamirano-Benítez, V., P. Ruíz-Aguirre, and G. Baquerizo-Neira. 2022. "Policy 2.0 in Ecuador. Analysis of Discourse and Political Communication on Facebook." *Revista Latina de Comunicación Social* 2022(80):201–23.
- Bannister-Tyrrell, Melanie, Mengji Chen, Vladimir Choi, Alessandro Miglietta, and Gauden Galea. 2023. "Systematic Scoping Review of the Implementation, Adoption, Use, and Effectiveness of Digital Contact Tracing Interventions for COVID-19 in the Western Pacific Region." *The Lancet Regional Health - Western Pacific* 34:100647.
- Dalla Pozza, I., S. Heitz-Spahn, and L. Texier. 2017. "Generation Y Multichannel Behaviour for Complex Services: The Need for Human Contact Embodied through a Distance Relationship." *Journal of Strategic Marketing* 25(3):226–39.
- Danielsbacka, Mirkka, Kristiina Tammissalo, and Antti O. Tanskanen. 2023. "Digital and Traditional Communication with Kin: Displacement or Reinforcement?" *Journal of Family Studies* 29(3):1270–91.
- Dwityas, N. A., A. Mulyana, S. Hesti, R. Briandana, and P. M. Kurniasari. 2020. "Digital Marketing Communication Strategies: The Case of Indonesian News'portals." *International Journal of Economics and Business Administration* 8(3):307–16.
- Ben Farah, M. A., A. Kachouri, and M. Samet. 2006. "Design of Secure Digital Communication Systems Using DCSK Chaotic Modulation." Pp. 200–204 in *Proceedings - 2006 International Conference on Design and Test of Integrated Systems in Nanoscale Technology, IEEE DTIS 2006*. Laboratoire d'Electronique et des Technologies de l'Information (L.E.T.I), National Engineering School of Sfax, 3038 Sfax, B. P. W., Tunisia: IEEE Computer Society.

- Fraccastoro, S., M. Gabriellson, and E. B. Pullins. 2021. "The Integrated Use of Social Media, Digital, and Traditional Communication Tools in the B2B Sales Process of International SMEs." *International Business Review* 30(4).
- Harris, F. 1998. "Digital Signal Processing in Radio Receivers and Transmitters Fred Harris." *International Journal of Wireless Information Networks* 5(2):133–45.
- Kent, M., and K. Ellis. 2015. "People with Disability and New Disaster Communications: Access and the Social Media Mash-Up." *Disability and Society* 30(3):419–31.
- Krisnanto, A. B., S. Surachman, R. Rofiaty, and S. Sunaryo. 2023. "The Role of Marketing and Digital Marketing Capabilities: Entrepreneurial Orientation on the Marketing Performance of Public Enterprises." *Revista de Cercetare Si Interventie Sociala* 82:92–107.
- Krotel, S. M. L. 2021. "Digital Communication of Public Service Information and Its Effect on Citizens' Perception of Received Information." *International Journal of Public Administration* 44(2):132–45.
- Loaiza, S. R., and A. Suing. 2024. "From the audiovisual ecosystem, to the audiovisual industry in Ecuador and its momentum after covid19." *RISTI - Revista Iberica de Sistemas e Tecnologias de Informacao* 2024(E68):172–80.
- Mansoor, M., & Paul, J. (2022). Mass prestige, brand happiness and brand evangelism among consumers. *Journal of Business Research*, 144, 484–496.
- Magalhães, R. 2015. "Strategic communication applied to the promotion of science. The communication and society research centre's case." *Observatorio* 9(4):51–84.
- Maziashvili, M., A. Pleśniak, and I. Kowalik. 2023. "The Digital Communication Tools and Citizens' Relationship with Local Governments: A Comparison of Georgian and Polish Cities." *International Review of Administrative Sciences* 89(2):555–76.
- Rethlefsen, Melissa L., Shona Kirtley, Siw Waffenschmidt, Ana Patricia Ayala, David Moher, Matthew J. Page, Jonathan B. Koffel, and PRISMA-S Group. 2021. "PRISMA-S: An Extension to the PRISMA Statement for Reporting Literature Searches in Systematic Reviews." *Systematic Reviews* 30:385–86.
- Sharakhina, L. V., A. Girenkov, V. Skvortsova, and K. Glitsman. 2018. "Brand Communication Tools Transformation in Digital Society." Pp. 57–60 in *Proceedings of the 2018 IEEE Communication Strategies in Digital Society Workshop, ComSDS 2018*. Vols. 2018-Janua, edited by S. S., P. P. str. 5 Saint Petersburg Electrotechnical University "LETI" St. Petersburg, S. L., and P. P. str. 5 Saint Petersburg Electrotechnical University "LETI" St. Petersburg. Faculty of Humanitarian Sciences; Public Relations Department, Saint-Petersburg Electrotechnical University, LETI, Saint- Petersburg, Russian Federation: Institute of Electrical and Electronics Engineers Inc.
- Strauss, C., M. D. Harr, and T. M. Pieper. 2024. "Analyzing Digital Communication: A Comprehensive Literature Review." *Management Review Quarterly*.
- Sufian, M., A. Khan, T. Saeed, and Z. Khan. 2019. "Denoising the Wireless Channel Corrupted Images Using Machine Learning." in *Proceedings - 20th IEEE/ACIS International Conference on Software Engineering, Artificial Intelligence, Networking and Parallel/Distributed Computing, SNPD 2019*, edited by N. M., H. H., I. T., O. T., and O. S. National University of Science Technology (NUST), Department of Computer Engineering, Islamabad, Pakistan: Institute of Electrical and Electronics Engineers Inc.
- Tomaselli, G., M. Melia, L. Garg, V. Gupta, P. Xuereb, and S. Buttigieg. 2016. "Digital and Traditional Tools for Communicating Corporate Social Responsibility: A Literature Review." *International Journal of Business Data Communications and Networking* 12(2):1–15.
- Tytelova, L. G., V. N. Lisovitskaya, E. S. Shevchenko, and V. D. Shevchenko. 2021. "Communication Strategies of Provincial Cultural Facilities in Digital Environment." Pp. 31–36 in *Proceedings of the 2021 Communication Strategies in Digital Society Seminar, ComSDS 2021*, edited by S. S., P. P. S. 5 Saint Petersburg Electrotechnical University "LETI" Saint Petersburg, S. L., and P. P. S. 5 Saint Petersburg Electrotechnical University "LETI" , Saint Petersburg. Samara National Research University, Department of Russian and Foreign Literature and Pr, Samara, Russian Federation: Institute of Electrical and Electronics Engineers Inc.
- Del Vacchio, E., R. Gargiulo, and F. Bifulco. 2020. "Digital Communication and Museum Experience. A Multichannel Approach." *Micro and Macro Marketing* 29(3):513–33.