

Research Article

Revitalizing Television Advertisement Markets: Insights and Model Development through Systematic Review

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Abstract

Television advertising is facing declining revenue and audience engagement due to digital intervention and unstable viewer performance. This systematic review searches key issues manipulating TV advertisement income and offers approaches to regenerate the market, with specific consequences for Bangladeshi TV channels and national policymakers. A complete search across over 170 million research papers in Consensus, and identified 950 intellectual outputs. After screening, 133 documents were found to be qualified, and the 50 most relevant studies were observed. The study was directed by specific questions organized into eight thematic clusters that enclosed theories, trends, content strategies, digital transformation, and innovation. The findings specify that electronic convergence, AI, and analytics are snowballing marketing competence; however, there are still lacks in durable behavioral analysis, theoretical incorporation, and moral regulation. Although they have a lot of probable, mixture operations that combine electrical and television media are hardly used in underdeveloped nations like Bangladesh. Finally, data-driven improvement, cross-media incorporation, and moral regulation are compulsory for stimulating the TV publicity industry. In order to appeal in advertising agency and upsurge revenue, the authority should squeeze audience analytics, vary its content, and cooperate with electronic platforms. The government should also support in modernization and fair competition. The advertising market of national television can grow durably with a united, innovation-focused model.

Keywords

Television channel, advertisement, audience engagement, revenue expand, Television channel, media innovation, Bangladesh Television (BTV)

1. Introduction

The advertising approach is altering melodramatically due to the expansion of electronic and interactive media, shifting customer behaviors, and technological progressions (Jayawardena et al., 2023; Saeed et al., 2024; Byun & Ahn, 2023; Pandey, 2021; Purchase & Volery, 2020). The adoption

of modern equipment, changing content policies, and the requirement for strong theoretical frameworks to appraise effectiveness and audience arrangement are just a few of the prospects and experiments that traditional media advertising faces (Alsharif & Isa, 2024; Alsharif et al., 2023; Li, 2018;

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Jebarajakirthy et al., 2021; Vrontis et al., 2021).

In the area of advertising to children and susceptible people, existing studies demonstrate the importance of innovation in business models, the adoption of data-driven attitudes, and the mounting role of ethical and regulatory deliberations (Killick & Griffiths, 2022; Henahan et al., 2020; Yousef et al., 2021; Furnham & Paltzer, 2010). The appearance of influencers in social media and online platforms, and the process of mobile advertising, are growing. Traditional and online advertising are merging, and progressive analytics is being used to exploit campaign outputs (Dehghani et al., 2024; Babor et al. for 2017; Yang & Zhai, 2022; Guo et al., 2019; Bhuiyan et al., 2025). These understandings are united in this review to offer a thorough comprehension of how model development and strategic innovation can revitalize television ad its marketplace. Television advertising is still at a decisive stage despite these expansions. Due to audience destruction, digital conversion, and the growing control of online platforms, traditional broadcasters are observing a steady decay in income. This condition clearly exists in South Asian countries, including Bangladesh. As the agencies alter their mind and structures to digital and social media platforms like YouTube, Facebook, and over-the-top (OTT) TV channels are facing challenges to their income. The capability of TV channels in the changing media scenery has also been disadvantaged by proper programming merit, a lack of analytics, poor brand positioning, and a lack of platform incorporation.

2. Materials and Methods

Stephen Krashen's (1982) affective filter hypothesis A structured systematic search was steered to identify, assess, and produce scholarly outputs connected to television advertisement income, market renaissance, and model development (figure 1). The review confirmed the general principles of systematic review writing, confirming transparency, and reliability.

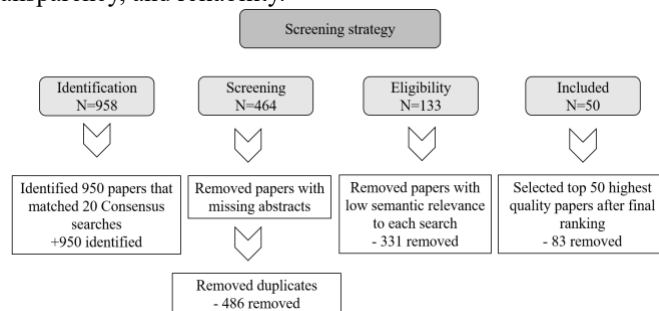


Figure 1. Diagram of the systematic review method for television advertising

2.1 Data Sources and Search Strategy

To ensure thorough coverage, additional searches were carried out manually in the databases of reputable publishers, such as Elsevier, SpringerLink, Taylor & Francis, Sage, and Emerald Insight. A total of 20 targeted search queries were developed and grouped into eight thematic clusters based on key research domains, such as foundational theories, market trends, content strategy and innovation, digital transformation, revenue models, technological integration, regulatory and ethical aspects, model development and evaluation, and more. The literature search was carried out across Consensus, a meta-search platform that integrates over 170 million research papers from top databases, including Semantic Scholar, PubMed, Scopus, CrossRef, and Google Scholar.

2.2 Process of Screening and Selection

A total of 950 papers -- published between 2010 and 2025, were found in the first search and 464 papers were screened based on titles and abstracts after duplicates and non-academic materials (such as news articles, conference abstracts, and non-peer-reviewed reports) were eliminated. Following full-text evaluation, 133 of these studies satisfied the inclusion requirements. The top 50 most relevant and methodologically sound papers were chosen for in-depth analysis and synthesis after quality evaluation and thematic relevance checks.

2.3 Result Timeline

The timeline (2010–2016) reflects how scholarly focus has progressively shifted from advertising psychology and ethical anxieties to digital conjunction, analytics-driven strategy, and integrated market models. Timeline of key systematic reviews and model development in television advertising.

- **2010:** 1 paper — *Furnham & Paltzer (2010)*
- **2017:** 1 paper — *Babor et al. (2017)*
- **2018:** 1 paper — *Li (2018)*
- **2019:** 1 paper — *Guo et al. (2019)*
- **2020:** 2 papers — *Henahan et al. (2020); Purchase & Volery (2020)*
- **2021:** 4 papers — *Pandey (2021); Yousef et al. (2021); Jebarajakirthy et al. (2021); Vrontis et al. (2021)*
- **2022:** 2 papers — *Killick & Griffiths (2022); Yang & Zhai (2022)*
- **2023:** 4 papers — *Jayawardena et al. (2023); De Lenne et al. (2023); Byun & Ahn (2023); Alsharif et al. (2023)*
- **2024:** 3 papers — *Saeed et al. (2024); Alsharif & Isa (2024); Dehghani et al. (2024)*
- **2025:** 1 paper — *Bhuiyan et al. (2025)*

Timeline of key systematic reviews and model

development in television advertising. Larger markers indicate higher citation frequency and influence within the scholarly network.

3. Data Analysis and Results

3.1 Model Synthesis and Validation

Based on the thematic synthesis of 50 selected studies, a conceptual model for revitalizing television advertisement markets was assembled. This model assimilates theoretical understandings, empirical findings, and practical implications from both traditional and digital advertising contexts. To endorse internal uniformity and conceptual robustness, cross-comparisons were executed with established models in marketing and media economics literature.

3.1.1 Theoretical Foundations and Effectiveness Models

Strong theoretical frameworks are becoming increasingly important for explaining and forecasting the effectiveness of television advertising, according to recent systematic reviews. To examine how consumers process persuasive messages and make decisions about what to buy, foundational models like the Construal Level Theory (CLT), the Elaboration Likelihood Model (ELM), and the Attention–Interest–Desire–Action (AIDA) model are being used more and more (Jayawardena et al., 2023; Saeed et al., 2024; Bhuiyan et al., 2025). The models connected with organizational amplifications of people awareness and message content to impact behavioral intention, attitude, and brand remembrance. For example, CLT explains the emotional gap between the message and the public's thoughts, while ELM distinguishes between central and bordering processing paths, showing how the depth of message intensification touches motivation. The amalgamation of these models into modern advertising research supports the evidence-based understandings of how television advertisements impact enterprise assignment and conversion. However, some studies bring discrepancies in the operationalization of these theories. Therefore, to progress proportional assessments across numerous cultural and media settings, upcoming empirical research should essence on standardizing theoretical application and measurement metrics.

3.1.2 Content Strategies and Audience Engagement

Research on content analysis reveals that narrative-based ads that incorporate humor, emotion, storytelling, and social values like family or friendship have a significant impact on audience engagement and recall (Killick & Griffiths, 2022; Guo et al., 2019; Yousef et al., 2021; Furnham & Paltzer,

2010). It has been established that placing ads in well-liked shows, such as dramas, sports, or product engagements, works well to increase message retention and sustain viewer interest. However, a recurrent limitation in the literature is the lack of consistent outcome measures and operational rigor when evaluating content efficiency. Many authors claim that the reliability of the results is reduced by the fact that many content analysis studies rely on small samples or particular interpretations (Yousef et al., 2021; Furnham & Paltzer, 2010). Therefore, the field needs larger, cross-platform, and longitudinal studies to better understand the relationship between audience mindset and television advertising content in the digital age.

3.1.3 Technological Innovation and Business Model Transformation

The Digital Transformation (DT) of television advertising is one of the major trends in the existing literature. Ad agencies now assess public reactions differently to the combination of artificial intelligence (AI), virtual and augmented reality (VR/AR), neuromarketing, and data analytics (Jayawardena et al., 2023; Pandey, 2021; Alsharif & Isa, 2024; Alsharif et al., 2023). These improvements accelerate the development of new business models and the adoption of revenue systems (Li, 2018). Moreover, they enable multi-platform incorporation, whereby TV channels support social networks, electronic, and Over-the-Top (OTT) platforms while establishing incorporated brand narratives across all touch points. This invention assists the development of business models, which link new revenue schemes, programmatic advertising, and digital settlement with more recognized revenue sources like airtime deals. The merging of technology and business alteration thus characterizes a clear pathway to motivate the television marketing.

3.1.4 Regulatory, Ethical, and Societal Considerations

The study identified gaps in ethical and legal matters in advertising content, specifically in appearing the clusters like children and adolescents (Henehan et al., 2020; Dehghani et al., 2024; Babor et al., 2017). The promotion of unhealthy products, junk food, and alcohol commonly disrupts moral principles, showing young societies confusing material. This study specifies that self-regulatory systems habitually fall short, generally in media environments.

Nutrient Profile Model contributes to recognize acceptable and unacceptable advertising content for the food and beverage businesses, researchers push for severe oversight (Dehghani et al., 2024; Babor et al., 2017). To preserve public confidence and television's standing as a decent form of advertising, these regulatory gaps must be filled.

3.2 Top Contributors

Table 1 shows the most commonly cited authors and journals among the included studies. Remarkably, Ahmed H. Alsharif and Murooj Yousef were among the most prolific researchers, focusing on digital advertising and audience position. Leading research journals included the *International Journal of Consumer Studies*, *Journal of Business Research*, and *Journal of Advertising*, demonstrating strong interdisciplinary interest in the theme.

Table 1. Prolific authors and journals that appeared most repeatedly in the included articles.

Type	Name	Papers
Author	Ahmed H. Alsharif	(Alsharif & Isa, 2024; Alsharif et al., 2023)
	Murooj Yousef	(Yousef et al., 2021)
	A. Furnham	(Furnham & Paltzer, 2010)
Journal	International Journal of Consumer Studies	(Alsharif & Isa, 2024; Jebarajakirthy et al., 2021; Vrontis et al., 2021)
	Journal of Business Research	(Jayawardena et al., 2023; Saeed et al., 2024)
	Journal of Advertising	(Guo et al., 2019)

3.3 Claims and Evidence Table

Table 2 demonstrates the major entitlements protected by experiential and hypothetical evidence. The findings relate to the revitalizing perspective of electronics platform and the efficacy of theory-based advertising projects, while judicious evidence backings content policies, supervisory encounters, and organizational issues.

Table 2: Key claims and supporting evidence identified in these papers.

Claim	Evidence Strength	Reasoning	Papers
Digital and technological innovation can revitalize TV ad markets	Strong (9/10)	Multiple systematic reviews show that AI, VR/AR, and data-driven models enhance effectiveness	(Jayawardena et al., 2023; Pandey, 2021; Alsharif & Isa, 2024; Alsharif et al., 2023; Li,

		and reach	2018)
Theoretical models (ELM, CLT, AIDA) improve ad effectiveness	Strong (8/10)	Strong evidence that theory-based design leads to better audience engagement and persuasion	(Jayawardena et al., 2023; Saeed et al., 2024; Bhuiyan et al., 2025)
Content strategies (e.g., humor, narrative, product placement) matter	Moderate (7/10)	Content analysis shows narrative and emotional appeals increase engagement, but methodological gaps exist	(Killick & Griffiths, 2022; Guo et al., 2019; Yousef et al., 2021; Furnham & Paltzer, 2010)
Regulatory self-regulation is insufficient for vulnerable groups	Moderate (7/10)	Reviews show high exposure and guideline violations in alcohol/food ads targeting youth	(Henehan et al., 2020; Dehghani et al., 2024; Babor et al., 2017)
Methodological rigor in ad research is lacking	Moderate (5/10)	Many studies lack validated measures, theory use, and a longitudinal design	(Yousef et al., 2021; Furnham & Paltzer, 2010)
TV marketing is less effective without digital integration	Moderate (4/10)	Emerging evidence suggests standalone TV ads are less impactful than integrated, multi-channel promotions	(Byun & Ahn, 2023; Yang & Zhai, 2022; Purchase & Volery, 2020; Jebarajakirthy et al., 2021; Vrontis et al., 2021)

3.4 Research Gaps

The review points out important research gaps in a few areas despite notable advancements. There are still issues with applying theory, evaluating long-term effects, standardizing outcome measures, and controlling advertising to vulnerable groups. Additional research is also required to

examine the effects of emerging technologies and the integration of traditional and digital advertising models. The review identifies four major research gaps: across studies, effectiveness metrics should be standardized; restricted longitudinal research on the effects of digital merging over the long run; vulnerable audience protection is underrepresented in new advertising contexts; and theoretical models and business policy frameworks are not fully combined.

3.5 Research Gaps Matrix

Table 3 presents the heatmap of research coverage by the topic and study attribute showing the research activity. The majority of studies, according to the Research Gaps Matrix, concentrate on the effectiveness of TV advertising, particularly in content strategies (8) and theoretical models (7). This suggests that there is a great deal of interest in the ways that message design and persuasion theories affect viewers. While audience engagement (5) and digital innovation (6) receive moderate attention, ethical regulation (4) receives less attention. Though it lacks a theoretical and ethical foundation, research on digital and integrated campaigns places a strong emphasis on technological innovation (7). With little incorporation of theory or technology, the regulation of vulnerable groups primarily addresses ethical concerns (7). A significant gap in longitudinal and integrative research is evident in the long-term behavioral impact area, which is noticeably understudied across all attributes (scores 1-2).

Table 3: Heatmap of research coverage by topic and study attribute (higher numbers indicate more research activity)

Topic/Attribute	Theoretical Models	Digital Innovation	Content Strategies	Regulatory	Audience Engagement
TV Advertising Effectiveness	7	6	8	4	5
Digital/Integrated Campaigns	3	7	4	2	3
Regulation of Vulnerable Groups	2	1	3	7	2
Long-term Behavioral Impact	1	1	2	1	1

3.6 Open Research Questions

Future research should focus on standardizing outcome measures, appraising the durable impression of creative advertising models, and developing effective regulatory experiences for progressing advertising actions (table 4).

Table 4: Open research questions for future investigation in TV advertising market revitalization.

Question	Why
How can outcome measures for TV advertising effectiveness be standardized across studies?	Standardization would enable meta-analyses and more reliable comparisons, advancing the field.
What is the long-term impact of integrating digital innovation into TV advertising models?	Understanding sustained effects is crucial for strategic planning and investment in new technologies.
How can regulatory frameworks be improved to protect vulnerable audiences in evolving ad markets?	Effective regulation is needed to address persistent exposure and content issues among at-risk groups.

4. Discussion

The revitalization of television advertisement markets relies on the strategic incorporation of innovative theoretical models, progressive technologies, and data-driven content plans. The results of the study show that although television is still a powerful medium for advertising, hybrid and evidence-based strategies are needed to ensure its sustainability in the digital age. Understanding and audience response are still based on theoretical and conceptual developments like the construal level theory, the elaboration likelihood model, and the AIDA framework. According to these models, advertising usefulness is formed by message applicability, emotional appeal, and cognitive dispensation (Jayawardena et al., 2023; Saeed et al., 2024; Bhuiyan et al., 2025). Despite their consequence, many experimental studies still lack consistency of these frameworks, leading to rambling results and confining the comparability of effects across studies.

Content policies have changed from traditional messaging toward narrative-driven and emotional approaches. There have been expected increases in people engagement and remembrance when comedy, storytelling, and circumstantial integration are used, such as when sports or entertainment events are sponsored (Killick & Griffiths, 2022; Guo et al., 2019; Yousef et al., 2021).

Technological advancement denotes the strongest drivers of recovery. The integration of AI tools, virtual and augmented reality (VR/AR) has permitted more precise spectators (Alsharif & Isa, 2024; Pandey, 2021; Li, 2018).

These expansion magnifies new business models that combine television broadcasting online media. This merging of old-style and digital advertising marks a shift toward integrated, data-driven activity (Byun & Ahn, 2023; Yang & Zhai, 2022).

The study found some organizational and ethical gaps. Studies frequently lack longitudinal designs and standardized outcome measures, making it challenging to evaluate the behavior in advertisements (Henehan et al., 2020). Issues such as advertising to unhealthy product, and inadequate governance continue across both developed and developing marketplaces (Dehghani et al., 2024; Babor et al., 2017).

These difficulties are comparatively more established in developing nations like Bangladesh. Therefore, it is urgent to develop a contextual revitalization model that would be adapted to the local market strategies. By addressing these complications, channel owners can position themselves as modest performers in a progressing media network and amplify their share in the media world.

5. Conceptual Model for Revitalizing

The study proposed the following model plan that contain four symbiotic pillars, like theoretical frameworks, technological innovation, content strategy, and regulatory-ethical governance (Figure 2).

i. Theoretical Frameworks (Foundation): Models like ELM, CLT, and AIDA, guides how audiences process messages and form behavioral purposes. It will ensure perceptive and passionate arrangement as the foundation for influential value.

ii. Technological Innovation (Catalyst): Adopting AI, VR/AR, big data analytics, and neuromarketing tools and techniques, owners can enhance targeted, personalized, and interactive advertising. These apparatuses support dynamic audience segmentation, extrapolative performance analysis, and real-time feedback loops, enhancing promotion accuracy.

iii. Content Strategy (Core Driver): Effective revitalization relies on content strategy that can be ensured through ingenious and narrative advertising. Integration of funny program, emotion share, good storytelling, and circumstantial arrangement (e.g., sports or entertainment programming) increases audience entanglement.

iv. Regulatory-Ethical Governance (Stabilizer): It will authorize responsible promotional practices, mostly protection for children and vulnerable watchers. This will confirm perfect advertising codes, stable content, and dedication to social accountability.

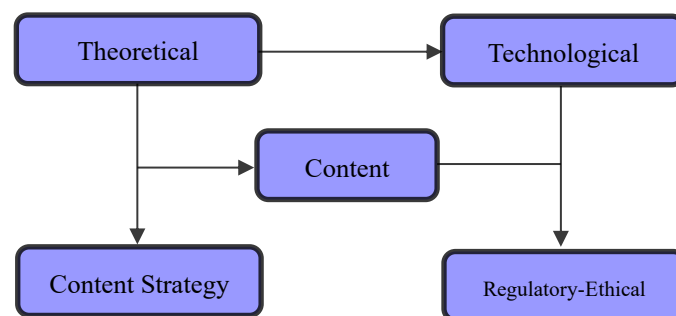


Figure 2. Proposed Conceptual Model for Revitalizing TV Advertisement Markets

The above four fillers ensure a long-lasting model where theoretical understandings explain content development, technology intensifies reach and precision, and ethical oversight safeguards public belief. This process would empower channel authority to enlarge its publicity, upraise revenue, and build TV as a modest medium within the digital arena.

6. Conclusions

Television and electronic media are effective pathways to influence greater audiences. But lack of advertisement strategy, analytics, and digital adoption are causing the decline in revenue in developing countries like Bangladesh. Well-established frameworks must be integrated with cutting-edge technologies like AI, data analytics, and interactive media to reshape the trend in the publicity world. The government can establish policies that certify technological innovation, emotion assessment, and equitable struggle between television and other online platforms. By implementing digital convergence, brand positioning, and alliances with local and international agencies, the channel authority should review its publicity and content policies. A flexible model can help rebuild audience confidence, market for advertisements, to enhance revenue.

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Conflicts of Interest

The authors declare no conflicts of interest.

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Biography

Mohammad Saiful Islam is a distinguished media and administrative professional currently serving as Deputy Director (Ad Executive), Advertisement Division, Bangladesh Television (BTV). He completed both his graduation and post-graduation in Science and Development Studies from the University of Dhaka, demonstrating strong academic grounding alongside professional versatility. At BTV, he has played an important role in advertising operations, marketing coordination, and institutional innovation. He secured first position in the 1st Class Officers' Basic Training Course at the National Institute of Mass Communication and was awarded the prestigious Director General's Medal for overall excellence. His expertise spans market intelligence, stakeholder

engagement, advertising innovation, and the development of sustainable business models for national media organizations. Beyond broadcasting, Mohammad Saiful Islam is a nationally recognized innovator and prolific writer. Through ICT Division–approved initiatives under EduLab Bangladesh, he has advanced digital literacy, language education, and community empowerment. He is widely respected for his strategic vision, eloquent. Educated at the University of Dhaka with advanced degrees in science and development studies, complemented by specialized media training from Thinkbox TV, he brings a multidisciplinary perspective to media economics and development communication. He secured first position in the 1st Class Officers’ Basic Training Course at the National Institute of Mass Communication and was awarded the prestigious Director General’s Medal for overall excellence. Previously, as College Secretary and Coordination Officer at Army Medical College, Chattogram, he played a key role in formulating recruitment, seniority, promotion rules, and institutional SOPs.