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**Request to review manuscript (#IJMS-202301-675590)**

1 message

**Iranian Journal of Management Studies** <ijms@ut.ac.ir>

Mon, Feb 13, 2023 at 6:03 PM

Reply-To: kayhan.tajeddini@hotmail.ch

To: preetha.sms@velsuniv.ac.in

Manuscript ID: IJMS-202301-675590

**Manuscript Title: User Emotion and Experience on Brand Awareness and User Engagement in Instagram Contests: A Study of The Moderating Effect of User Types**

Date: 2023-02-07

Dear **Prof. Preetha S**I cordially invite you to review the manuscript which has been submitted to the **Iranian Journal of Management Studies**.

The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review BY CLICKING ON ONE OF THE OPTIONS AT THE END OF THIS LETTER -- AGREED, DECLINED. Please click the appropriate link at the bottom of the page to automatically register your reply with our online manuscript submission and review system.

Please review this manuscript to **2023-03-15**.

I realize that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Truly yours,

Professor Kayhan Tajeddini

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MANUSCRIPT DETAILS

**TITLE: User Emotion and Experience on Brand Awareness and User Engagement in Instagram Contests: A Study of The Moderating Effect of User Types**

**ABSTRACT:**

In the 21st century, the development of Information and Communications Technology (ICT) has created unlimited communication facilities between companies and their customers and has made it possible for customers to access products and services at any time and place through online platforms such as social media. Instagram is also used as one of the most popular social media by many companies to engage and interact with their users. In this regard, the present study has been conducted to investigate the impact of Instagram contests, user emotions, user experiences, and brand awareness on their engagement with the company, taking into account the moderating role of users' type. For this purpose, an Instagram contest was designed for the Parsi App Company and the questionnaire link was sent to the contest participants. In the end, 300 usable responses were collected for statistical analysis. The collected data were analyzed by structural equation modeling and the Partial Least Squares (PLS). SPSS and Smart PLS software were used for this purpose. According to the results, there is a positive, direct and significant relationship between the investigated variables, but the moderating role of the users' type was not confirmed. Important theoretical and managerial implications using these findings.

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