Conflict in online consumption communities:

A systematic literature review and directions for future research

Structured Abstract

Purpose: this study sets out to examine: (1) how have conflicts been conceptualized and operationalized within the context of online consumption communities? (2) what are the main conflict management, resolution strategies, and frameworks that have been identified? and (3) what are the gaps in the relevant body of work in terms of theoretical and methodological dimensions, and what implications do they have for future research.

Design/methodology/approach: our study adopts a systematic and multidisciplinary literature review of online conflicts. Following a descriptive and thematic content analysis, it examines seventy-nine peer-reviewed scholarly articles of the last 20 years within six scientific databases.

Findings: We propose a literature-based conceptualization of online conflicts and a multi-level conflict resolution matrix based on the different governance structures and social control mechanisms investigated in extant research.

Originality: The originality of this study lies in the integrative and interdisciplinary view of online conflict in global consumption communities.

1. Introduction

Online consumer communities transcend geography (Muiz and O'Guinn, 2001) and increasingly motivate people with shared brand consciousness to join them (Al Khasawneh et al., 2021). On the one hand, their global reach and multicultural membership allows for rich brand related information, meanings and practices to be exchanged or even originated (Hakala et al., 2017; Närvänen et al., 2018; Schau et al., 2009; Stokburger-Sauer & Wiertz, 2015). On the other hand, such plurality of nationalities and cultural backgrounds is destined to invite conflict, which in turn impacts both consumers' and brands' lives (Cooper et al., 2019). Conflicts can emerge both at the interaction of consumers and brands (examples include the #Ihateryanair community or the #PullUpOrShutUp Instagram movement that provides consumers with a platform to make brands accountable for their actions) and between groups of consumers. An example of the latter includes the recent polarized international consumer response to Gillette's campaign "The Best a Men Can Be", which caused large division in public opinion around representation of toxic masculinity (Abitbol, 2019), and resulted in 1.6m dislikes on Youtube (compared to 800k likes) and a public apology by the brand.

While some of these conflicts could inspire creativity, offer solutions (e.g. Nike sales jumped by 31% despite #boycottNike response to Kaepernick ad) or trigger consumers' supportive anger and desire to cooperate with the company (Antonetti et al., 2020), they could as well damage the coherence of the community and global positioning of the brand, trigger consumers' vindictive anger against the brand (Antonetti et al., 2020), or even put its survival at risk (Black & Veloutsou, 2017; Essamri, Heinonen, 2018, McKechnie, & Winklhofer, 2019). Thus, understanding online conflicts and being able to effectively resolve them in today's globalized communicative landscape becomes of high importance to marketers and beyond.

Online conflicts have become a widely studied topic under the area of consumption communities (Husemann et al., 2015; Stokburger-Sauer & Wiertz, 2015). A number of such studies looks into managing conflict in business or brand-organized communities (Dineva et al., 2019; Hakala et al., 2017; Luedicke et al., 2017), while others focus on consumer-organized communities (Coulson & Shaw, 2013; Graham, 2007; Matzat & Rooks, 2014; Sibai et al., 2014). Their attention lies on how conflicts could affect the community's resources, and how to operate so that most benefits could be drawn from the survival of the online community (Dessart et al., 2015).

Existing studies, however, tend to focus on mono-dimensional types of online conflicts, such as cyberbullying (Ranney et al., 2020) and online hate (Bliuc et al., 2018), and seem to approach conflict resolution with theoretical disparity, contributing to a piecemeal accumulation of knowledge in this area of research (Hulland & Houston, 2020). Most importantly, it is unclear how these isolated findings inter-relate and contribute to a holistic understanding of conflicts emerged and developed in heterogenous online consumption communities that have transcended social, cultural and geographical borders (Chalmers Thomas, 2012). Although Husemann & Luedicke (2013) attempt to group and conceptualize a broader range of consumption conflicts, their study is limited in considering only one discipline (i.e. consumer culture). Notwithstanding their contribution, limiting a literature review to specific disciplines might generate a siloed understanding of the theories, methods and contexts prevalent in a research area, hinder the ability to generate new knowledge and create barriers in broadening research horizons. An integrated, synthesized and consolidated conceptual foundation of conflicts in online consumption communities is therefore needed (Husemann & Luedicke, 2013; Palmatier et al., 2018; Sibai, de Valck, et al., 2015).

In order to facilitate production of new knowledge in this area of research and the development of future conceptual and empirical studies, our paper adopts a multidisciplinary

perspective to conduct a systematic literature review of conflicts in online consumer communities, aiming to answer the following research questions: (1) How have conflicts been conceptualized within the context of online consumption communities? (2) What are the main conflict management, resolution strategies, and frameworks that have been identified? and (3) What are the gaps in the relevant body of work in terms of theoretical and methodological dimensions, and what implications do they have for future research? It is noteworthy that our study focuses on *online consumption communities*. That is, communities centered around *consumption* (Chalmers Thomas et al., 2013), broadly defined as "affiliative groups whose online interactions are based upon shared enthusiasm for, and knowledge of, a specific consumption activity or related group of activities" (Kozinets, 1999, p. 254).

Given these online consumer communities' transcendences of national borders and hence their potentially global reach (Cova et al., 2007), our contribution to the international marketing literature lies in the development of an interdisciplinary conceptualization of conflicts in such communities, and the proposition of a conflict resolution matrix. This is important as the international marketing literature currently lacks sufficient insights into the management and resolution of online conflicts in global consumptions communities. As such, our work answers Närvänen et al.'s (2018) call for research on conflict management strategies in diverse forms of consumption communities that operate under different governance structures (Sibai, de Valck, et al., 2015) and require appropriate types of social control. This can advance the conceptual understanding of the phenomenon under investigation from a multi-disciplinary perspective that transcends national boundaries. It can assist administrators and community managers in fostering constructive communication and building strong brand-consumer bonds globally by overseeing conflicts with the use of well-designed structures and rules, and enable practitioners to identify conflicts worthwhile following and

4

attempting to resolve, against those which should be viewed as unhealthy and have to be strategically avoided.

The paper begins by presenting the review design and structure. Our findings are then discussed, reporting on a descriptive content analysis, followed by a thorough thematic analysis organized around the three research questions. We conclude by highlighting future research avenues and proposing specific research questions that could shape the research agenda going forward.

2. Review design and structure

To answer our research questions, we adopt a narrative systematic review approach, which enables us to locate and synthesize the existing research in a systematic and well-defined structure, following established standards and procedures that allow replication (Marabelli & Newell, 2014). In doing this, we locate knowledge gaps in the extant literature, propose comprehensive directions for future research and build a conflict resolution matrix. We follow the review process of Tranfield, Denyer, & Smart (2003) and Thorpe, Holt, Macpherson, and Pittaway (2005) that is widely applied in similar studies in the field (Alves et al., 2016). This approach offers us a detailed, step by step research design that accounts for a holistic and replicable examination of the relevant academic literature.

2.1. Data collection and screening criteria for retrieving the articles under review

Six online academic databases were used to gather the relevant articles for examination: Business Source Premier (EBSCO), SCOPUS, ProQuest Social Science Premier Collection, Web of Science, JSTOR, and Science Direct, which provide a comprehensive coverage of studies in business, management, marketing, and social science discipline. The publication type was limited to peer-reviewed journals only, and the document type was limited to scholarly articles, in order to identify rigorous research which had followed a double-blind

review process and is likely to have the highest impact on the discipline (Li, He, & Sousa, 2017; Malinen, 2015; Nadkarni, 2016). The language was limited to English. No limitations on specific dates of publication were applied, in order to comprehensively capture how the study of the phenomenon has evolved throughout time. Two databases – EBSCO and Science Direct – limited the search to papers published after 1990 and 2000, respectively. The discipline was not limited to social sciences, as the aim of the systematic review was to collect both evidence-based studies and conceptual studies on the topic of online conflicts in consumption communities from different research perspectives and to discern how different research disciplines conceptualized it. As showcased in Table 1, a refined list of search strings was developed in consultation with subject experts and an experienced librarian, based on the review questions and objective of this study. We grouped the keywords and search terms together into three themes informed by our research objectives: 1) Types of conflict, 2) Managing conflict, and 3) Context of conflict.

(Insert Table 1)

This study applied four search rounds to capture the most relevant studies. First, each of the three groups of keywords in Table 1 was entered into each database separately (using Boolean operators AND, OR, NOT with the advanced search option). After that, the three themes of keywords were included in one single search to only identify works at the intersection of the three keyword themes. However, two databases - JSTOR and Science Direct - did not allow a search of the full keyword strings, due to a limitation on maximum number of keywords permitted in a single search. Consequently, a modified keyword string version was used for these databases, retaining only the most powerful keywords that allowed maximum coverage of the literature (Appendix A includes full and modified keyword strings). The keywords were used to search in the whole article.

The search was conducted in the beginning of January 2020 resulting in 1,565 publications in total. The authors adapted the screening and selection process from Li, He, & Sousa (2017), Siebels & Zu Knyphausen-Aufseß (2012) and Thorpe et al. (2005). First, duplicate publications across different databases were excluded to minimize bias in sample results. Second, the title, abstract and keywords were reviewed in light of two inclusion criteria: (1) the conflicts needed to emerge within an online consumption community context; and (2) the focus of the community or the topics discussed need to be related to consumption, production, or a combination of these i.e., prosumption (Tian, Shen, & Chen, 2017; Xie, Bagozzi, & Troye, 2008). Following this process, 70 candidate papers were selected for a further full-text read. Among these, 20 unclear manuscripts were critically appraised by the authors to ensure that they were not purposely excluded as a result of self-selection bias (Christofi et al., 2017). The full-text read and co-authors discussion resulted in the exclusion of 30 papers, with a final sample of 40 relevant manuscripts to be included in the review.

Due to the manageable sample size, each selected paper was subject to cross-referencing. We conducted a backward search of each reference list to identify relevant articles that were neglected in the applied string search on selected databases (in line with Christofi et al., 2017). This strategy broadened the search scope and allowed us to track the original reasoning and theory behind each study. Using the same systematic review stages as before, a further 27 articles were added at this stage. In this process, we also identified twelve conference papers and academic book chapters (Adams et al., 2017) which, although not meeting the initial search criteria (i.e. peer-reviewed journals only), helped us gain a more comprehensive and up-to-date understanding of the current state of literature on conflicts in online consumption communities. These works cover, for example, the typology of different types of online conflict, and conflict management strategies that sit at the core of our proposed matrix (e.g. Husemann & Luedicke, 2013; Sibai et al., 2014) and are therefore

pivotal in our holistic review. Consequently, a total of 79 articles meeting the inclusion criteria were included in the final sample for the systematic review.

(Insert Table 2)

An NVivo 11 software word frequency query was used to recheck the validity and reliability of the search result based on the identified keywords. First, a word cloud was generated to represent the most frequently occurring words contained in the 79 documents (Appendix B1 and B2). Cluster diagrams were also produced to showcase the keywords that co-occur together in the same group (Appendix B3 and B4). Results helped confirm the validity of the applied search strings and the reliability of the search procedure, as they showcase similar keywords to those used to generate related articles in both the full and modified search strings (i.e. "community", "online", "conflict", "social").

3. Data Analysis

The current analysis is carried out in two phases. The first phase offers a descriptive analysis to provide an extensive overview of extant literature within the review's topic of interest. It reveals all pertinent information, including the years the articles were published, the specific journals and discipline, the geographic contexts of each study and the methodological approaches. The second phase applies thematic analysis to identify central research themes that previous studies have used to conceptualize conflicts in online consumption communities, obtain conflict resolution strategies, and finally reveal gaps in the existing body of knowledge to recommend directions for future research. This is done through a data synthesis process of compiling, combining, and cumulating the literature on the basis of pre-defined review questions or specific topics of interest (Tranfield et al., 2003), with the aim to not only describe or summarize the existing literature but also to extract new knowledge and identify new dimensions emerging from the review findings.

3.1 Descriptive analysis

3.1.1. When and where was research published?

Table 2 shows that 51% of the publications came from electronic searches in the six main databases (Business Source Complete, Scopus, ProQuest, Web of Science, JSTOR, and Science Direct). The other related articles (34%) came from cross-referencing, with the reminder 15% of articles purposefully added by the authors. In total, 79 publications were selected for this review. Although no limitations on specific dates of publication were applied in our search process, we observe that the sampled papers were published between 2001 and January 2020. This coincides with the emergence and development of "computer-mediated" communities (Kozinets, 1999), which started to gain traction in late 1990s-early 2000s (McCullough, 2018). The majority of the articles (77%) were published within the past ten years (2011– early January 2020) and the maximum number of articles (ten) appeared in 2019 (see Appendix C).

Manuscripts on conflicts in online consumption communities have been published in 47 academic journals, four conference proceedings and two book volumes, within four main academic disciplines, including Marketing (most popular, with 27 articles accounting for 38% of the total); Information Systems and Technology (31%); Business Management and Organization Study (13%); and Media, Cultural, and Linguistic Studies (7%). Among these, 79% were research articles with empirical analyses, 4% conceptual or literature reviews, 14% were conference papers and 3% book chapters. *Computers in Human Behavior* and *Psychology & Marketing* had the highest number of published articles, with four research articles related to conflict management in online consumption communities each. In terms of conference proceedings, the *Association for Consumer Research* and the *Association for Computer Machinery* generated the highest number of papers (please see Appendix D).

3.1.2. Geographies and methodologies

The geographic context of each study was identified depending on the region from which a sample or a case study was taken. Interestingly enough, the majority of the articles (48%) did not indicate a geographic location highlighting its truly global significance. However, 24% chose European countries as their study context, including the United Kingdom, Germany, France, Spain, Austria, Russia, Netherland, Sweden, Italy, and Finland. North America is ranked second with 11% of articles. Asian contexts could be found in 8% of the studies, with sample and case studies drawn from China, Taiwan, India, and Syria, followed by multinational research (7%), South America (1%) and Australia (1%).

Although previous research on online conflict management identifies culture as playing a key role in conflict management, and different cultural contexts of the online consumption communities are shown to lead to the adoption of different moderation practices (Husemann et al., 2015; Sibai, De Valck, et al., 2015), our descriptive analysis identifies limited investigation of collectivistic and hierarchical structured managed conflicts (e.g. Asian, South East Asian, and Islamic cultural context). In fact, most of the research is conducted in Western cultures and uses democratization and clan-based policies (Närvänen et al., 2018; Sibai, de Valck, et al., 2015) to manage conflict. It is worth noting that both individualistic and collectivistic cultures seem to share a variety of governance structures, as it will be observed in a following section and in Table 3.

(Insert Table 3)

With regards to methodological approaches used, it is noticeable that the majority of the reviewed publications employ and report more than one method and/or study, adhering to either a single or multiple paradigmatic approach. Thus, 49 studies (62%) adopt qualitative data collection and analysis methods, 22% pure quantitative methods, while the remaining 16% adopt a mixed-method approach. The main qualitative methods employed include online observation (both participant and non-participant, 28 studies), interviews (26 studies) and

netnography (20 studies), analyzed through qualitative content analysis, discourse analysis, thematic and pattern analysis, and visual narrative analysis (discussed in next section). Other less prevalent methods include action research by designing online platforms to help resolve conflict (e.g. Halabi, Zimmermann, & Courant, 2017), virtual observation and analysis of archival data (e.g. Ferguson & Taminiau, 2014). Six studies employed literature review of previous empirical studies.

Pure quantitative methodological approaches of mainly surveys (online and offline), conversation threads, and a history log of data from online communities is used in eighteen articles (23%). Most of the quantitative attempts were done by using automated text analysis models such as a machine learning technique, while other applied surveys or experiments to analyze and test hypotheses, conceptual frameworks, and models. Lastly, 12 articles (15%) apply a mixed-methods approach, starting with online observations, interviews, or qualitative content analyses to reveal insights, followed by statistical and econometric techniques to test proposed frameworks. Overall, qualitative methodologies are used to understand how online consumption communities which possess different goals, norms of governing behavior, regulations, and policies manage their communities. Quantitative methodologies are mainly used in examinations of topics on the growth and density of the conflict, effectiveness of various resolution mechanism, and community members' engagement and participation.

Next, we categorized the review articles into two groups depending on the mode of data analysis and the approach they applied to assess conflicts in online consumption communities: (1) Studies that relied solely on text-based analysis and (2) Those that included visual dimensions (e.g., emoticons) and graphical files in their analyses (Please see Appendix E). Although most studies adopted an online/offline ethnography (Halabi et al., 2017; Torres, 2017) or online observation and netnography (Kozinets, 2015) as a data collection approach, only one study adopted a visual narrative to conduct the analysis (Tiidenberg, 2016).

Limited research in online consumption communities has included visual media into analyses. As this review shows, the majority of studies (76%) relied on text-based analysis. Two studies (3%) tested how people in online communities use emoticons to express feelings (Hakala et al., 2017; Tiidenberg, 2016), and one study revealed that this non-verbal communication is an important part of online interactions (Dineva et al., 2017). Nine studies (11%) mentioned including multiple forms of data, such as textual and graphical files (Gebauer et al., 2013); video, photos, and chats (Seraj, 2012); photographs and screen captures (Torres, 2017); photo galleries from the community (Polukhina & Strelnikova, 2015); voice and video files (Halabi et al., 2017); and pictorial and video footage posted by members (Agrawal & Ramachandran, 2017); however, these studies do not give an explanation of or clearly state how to incorporate both text and visuals into an analysis. Therefore, we propose that to analyze consumer narratives in an online context with as complete a picture as possible, researchers need to examine other types of communication to delineate how meaning develops, and adopt more novel methodological approaches that could allow the capturing of all types of consumer responses and behaviors in real time (Voorveld, 2019).

4. Thematic analysis

4.1 A multi-disciplinary conceptualization of online conflicts and main theoretical approaches

We categorized the concept of online conflicts from the theoretical descriptions proposed in the reviewed studies to identify how each research discipline that studied the topic has conceptualized online conflicts. As seen in Appendix F, each discipline draws on a wide variety of theoretical streams to conceptualize online conflicts. The marketing discipline views conflict as a consumption-oriented construct, where heterogeneous stakeholders and actors have contradictory needs and goals in shared-consumption experiences (Chalmers

Thomas et al., 2012; Cooper et al., 2019; Husemann & Luedicke, 2013). The emergence of conflicts usually leads to several negative aspect and spill-over effect towards consumer-brand relationships and consumers' decision making. The main theoretical streams drawn upon to conceptualize conflicts include actor-network theory (Law 1992, 381), Governance theory (Heide, 1994), Social capital (Adler & Kwon, 2002), social comparison, conformity (Asch, 1953), social influence (Kelman, 1974), among others.

Within the disciplines of business management, information systems, and organization studies, conflict refers to the disagreement between groups of people that are working together to achieve a common purpose. With this mindset, the conflict is more relational in nature, and triggered by differing group interests, knowledge collaborations and information exchange (Faraj et al., 2011; Kane et al., 2014; Matzat, 2009b), where the disagreement or misunderstanding between the members of the organization eventually limits their ability to achieve common tasks and goals. We can observe an overlap with marketing discipline in terms of theories used (e.g. actor-network theory, governance theories), as well as Group diversity (Horwitz and Horwitz 2007), Structuration theory (Giddens,1979) or Theory of relational signaling (Lindenberg,1997; Matzat, 2009), which are more aligned with the conceptualizations seen.

Humanities and other social sciences frame conflict as a moral issue with divergence in ideology and belief (Bou-Franch & Garcés-Conejos Blitvich, 2014). This research discipline usually conceptualizes conflict as the dissent of group ideology which affects relationships in groups, and the sustainability of the community. As a result, theories drawn upon in this discipline include Theory of governmentality (Foucault,1994; 1978) or Theory of conflict & impoliteness (Dobs and Garces-Conejos Blitvich, 2013).

We can observe a number of conflicts emerging at the intersection of the various disciplines and theoretical streams, which showcase both overlaps and divergencies: the *ideology-*

advocating and the *moral* conflicts; the *task and process* and the *authenticity-protecting* conflict; the *relationship, interpersonal or affective* conflict; and, finally, the *anti-social* conflict. These overlapping definitions and conceptualizations of conflict found in each discipline call for an integrative and interdisciplinary view of online conflict in consumption communities. Doing so aids in the development of a richer understanding of the concept through different academic perspectives, and learning of how each research discipline engages with online conflict management.

The theoretical description of an *ideology-advocating conflict* (Husemann & Luedicke, 2013) in the marketing discipline and the *moral conflict* (Bou-Franch & Garcés-Conejos Blitvich, 2014) from the humanities and political disciplines appear quite similar as they both reflect the divergent ideological incompatibilities in values and belief which lead to the emergence of arguments and discordance between parties. As per Husemann & Luedicke (2013), an example of this type of conflict includes the divergent interpretations of the "American exceptionalism" (Luedicke et al., 2010, p. 1020) in the context of the Hummer brand.

Similarly, we can see overlaps between the *Task and Process conflicts* (Arazy et al., 2013) conceptualized in information systems and the *authenticity-protecting conflict* in the marketing discipline (Husemann & Luedicke, 2013), which all refer to the divergent perspectives and opinions pertaining to a collaborative effort geared towards a "task" or a "consumption practice"., respectively. However, the main distinction between these conceptualizations of conflicts is that authenticity-protecting conflict focuses on how people in a community consume and share resources together (Rinallo & Pitardi, 2019), while task and process conflicts focus on the end results of how group members co-produce something together (Lerner & Lomi, 2019; Olaniran, 2010).

Relationship conflict (Kittur & Kraut, 2010), also called *interpersonal* or *affective* conflict (Arazy et al., 2013), is another type of online conflict that is apparent and mentioned in both

the Business Management and Information Systems studies. This type of conflict has been conceptualized as the ill feeling that is grounded in disagreements between community members which occurs at the emotional or individual level. The dark side of this type of conflict is that when the production conflict (e.g. Task and Process conflicts) escalates and transforms into relationship conflict, members may also decide to adopt destructive actions to tackle conflicts (Kittur and Kraut, 2010). The negative actions that members adopt can be defined as either behavior offensive (actual actions) or behavior complaints (verbal harassing) (Castle et al., 2014). Arazy et al. (2013) confirmed that when task and process conflict gradually transforms into affective conflict, it damages the community in terms of the group performance, and the quality and quantity of the Wikipedia content creation.

Anti-social conflict (e.g. trolling, denouncing, and vandalizing) seems to be consistent in terms of the conceptualization across research discipline. Anti-social conflict was identified as the type of conflict related to trolling, using nasty language to attack individual members or groups, using sarcasm, spreading fake information, making inflammatory remarks, and creating an unpleasant environment in the community (Cruz et al., 2018; Golf-Papez & Veer, 2017; Herring et al., 2002). Anti-social conflicts usually start from people or members who do not share the same consumption lifestyle and ideology. However, what makes anti-social conflict different from relationship conflict is that the intention of Anti-social behavior conflict is to manipulate, irritate, and provoke debate and tension among individual members or groups.

4.2 The typology of online consumption communities

Previous research identified that different types of online consumption communities require different approaches and control mechanisms to effectively manage conflicts (Olaniran, 2010; Sibai et al., 2015). In order to propose a framework of conflict resolution strategies, we need to first understand the complexity and the overlap of the current types of online

consumption communities. Thus, we scrutinized the sample articles and classified online consumption communities based on: (1) The online supporting platforms that each online consumption community operated on (Stanoevska-Slabeva & Schmid, 2001), (2) The agency that organized the community (Bagozzi & Dholakia, 2002; Jang et al., 2008), and (3) The governance structures that each community adopted (Sibai et al., 2015). In doing so, we bring a holistic perspective to help understand the interactions between research that considered online consumption community through technological aspects (e.g. the types of online supporting platforms), and research that adopted a socio-cultural lens (e.g. the agencies and governance structures). Given the cross-disciplinary nature of our study, that brings together multi-faceted perspectives on conflicts, from a marketing, humanities but also business studies and information systems angle, reconciling all three dimensions – social, cultural and technical – is paramount to addressing our research aims.

In terms of online supporting platforms (see Appendix G1), we observe an equitable distribution between three main typologies: Communities developed within social networking sites (e.g., Facebook, Tumblr, YouTube, Instagram, Weibo); Discussion communities (blogs, forums, and other relational communities); and Task- and goal-oriented communities (Wikipedia, online transactions, design and learning communities). The type of platform is extremely important as it enables and constrains what behaviors can be monitored in case of conflict. However, as several studies confirmed, although some communities operate on identical online platforms, this does not mean that they are related and organized in the same way since different communities require different control mechanisms (Kittur et al., 2007; Sibai et al., 2015).

Looking at the agency that created and managed the consumption community (see Appendix G2), the reviewed studies highlight that online communities are typically hosted, organized, and administered by a) consumers/members; b) company/brand, e.g. Apple Newton, BMW

16

Mini, Tesco, Nike, Adidas; or c) a sponsored third party, e.g. www.veggieboards.com, the North American distance running community, an LGBT association. Sixteen percent of the studies included in this review did not disclose the community organizer. This might limit the planning and effective design of resolution strategies, since different types of community organizers require different forms of control and conflict resolution strategies e.g. brand-organized community versus self-organized/managed community (Matzat, 2009a; Sibai et al., 2015).

Finally, the classification of online consumption communities by governance structure (see Appendix G3) reveals three main categories: a) market; b) hierarchy; and c) clan-based structure. These could also be observed in a hybrid format, such as gift (market + clan) and reputation governance structures (hierarchy + clan). The governance structure is conceptualized from the previous studies as the management framework, mechanism, or regulatory power that is enacted to rule the community (Humphreys, 2015; Kolbjørnsrud, 2017; Närvänen et al., 2018; Sibai et al., 2015). In our sample, only two studies (3%) analyzed online consumption communities with *market governance structure* (Matzat, 2009a, 2009b), which is commonly adopted in transactional, commercial communities and online auction groups which engage in transactions where one member gives another a product or service in return for something of economic value (Sibai et al., 2015). Eight studies (10%) investigated online consumption communities with *hierarchy governance structure* (e.g. Bullard & Howison, 2015; Dineva et al., 2019; Hauser et al., 2017; Shi et al., 2019), where formal house rules are clearly stated by a high-power agency, such as the community moderator or brand page manager. Moderator interventions and sanctions are examples of authority exercised by a high-power agency. The majority of the articles (43%), however, analyzed communities with *clan governance structure*, where the community adheres to a

logic of sharing, with communal interaction and understanding among members, through a democratic and self-directing mechanism (Sibai et al., 2015).

Moving on to hybrid structures, three studies had a focus on *gift governance* (4%) which characterizes communities that emerge from a synergy between the market and clan structures and are operated under the logic of sharing and exchanging (Sibai et al., 2015) and twenty-three studies analyzed a *reputation governance structure* (31%), usually adopted by communities that are absent of formal authority, hierarchies and direct mechanisms to control member behaviors. This type of communities relies on a social hierarchy mechanism based on popularity, consensus, and/or expertise (Forte et al., 2009; Sibai et al., 2015).

4.3 Managing online conflict: a matrix of conflict resolution strategies

Our review suggests that social control is the main form of conflict resolution mechanisms used to regulate online consumption communities. The literature highlights two main types of social control*: direct versus indirect control mechanisms* (Matzat, 2009a). Direct social control mechanisms, such as rules, regulations, and the community's system design and infrastructure, straightforwardly shape and affect members' behavior. Therefore, we further categorize direct social control into *Social Construction* Mechanisms (rules, regulations), and *System and Design aspects.* By contrast, indirect control mechanisms do not directly change members' decisions and behaviors; instead, they signify whether members' actions deviate from the acceptable purposes or norms of the community (Boon et al., 2015; Burnett & Bonnici, 2003; Chalmers Thomas et al., 2012; Sibai et al., 2014). The indirect social controls were identified as: *Social practices* (activities that each community develops and adopts to manage internal conflicts)*, and *Social norms* (dissimilar from formal rules and regulations because they lack the enforcement mechanisms and formal agencies to enforce authorization) (Burnett & Bonnici, 2003).

However, previous research indicates that online consumption communities under different governance structures require different types of social control to successfully manage them (Sibai et al., 2015). To that end, in this section we discuss the main conflict resolution mechanisms and strategies prevalent in the extant cross-disciplinary literature on the basis of both 1) the governance structure and 2) the type of social control. These are further synthesized in the conflict-resolution matrix included in Table 4.

(Insert Table 4)

Online consumption communities with a *market structure* rely on formal and *direct* forms of social control (Matzat, 2009b; Sibai, de Valck, et al., 2015). Clear rules and regulations are implemented to avoid conflicts of interest, as the logic of this type of community relies on direct reciprocation (Sibai, de Valck, et al., 2015). In terms of community design and structure, in this type of online community the reputation score and online feedback serve as formal mechanisms to govern members' behavior and ensure fair distribution of rewards and incentives (Matzat, 2009b, 2009a).

Hierarchy governance communities tend to rely on formal house rules stated by a higher-power agency to address conflicts. Although they were also found to develop their own social practices to tackle with the internal conflicts such as an open-censorship strategy (Bullard & Howison, 2015; Dineva et al., 2017), and Cooperative conflict management styles (Dineva et al., 2019; Hauser et al., 2017), people who hold power eventually have the authorization to establish and enforce both community rules and norms. Previous research agrees that when it comes to tackling conflicts that occur in the hierarchy governance community (e.g. brand-managed social media community), positive conflict management style (e.g. open-censorship; cooperative; non-engaging; pacifying; informing strategy) tends to be more effective than negative style (e.g. punishing, censoring, bolstering, sanctioning, and interaction termination) (Dineva et al., 2017; Sibai, de Valck, Farrell, et al., 2015). On that note, a recent research

from Shi et al. (2019) has identified that brand-consumer conflicts could be proactively prevented if the brand page manager and moderator proactively promote consumers cognitive and affective commitment through daily interactions, organizing activities, building a shared understanding and disseminating the corporate culture. For the system and design aspects, one research found that increasing the number of moderators helps mitigate conflicts in hierarchical structures only in cases when there is one high-credibility aggressor and many low-credibility members (Hauser et al., 2017).

Moving on to *clan governance*, of the thirty-four articles analyzing this type of structure, only 22 papers proposed a framework or a conflict resolution strategy. In clan governance, the community tends to rely on *indirect social control mechanisms* such as social practices and social norms to deal with internal conflict and define the acceptable behavior within the community (Burnett & Bonnici, 2003). Social norms identified in the clan governance structure rely on a culture of voluntarism, norm of reciprocity (Gebauer et al., 2013; Mathwick et al., 2008; Pai & Tsai, 2016; Seraj, 2012), cooperative, open discussion, and negotiation (Graham, 2007; Yen et al., 2011), and celebrate a culture of free-censorship by avoiding heavy-handed moderation (De Almeida et al., 2014). Social practices are developed mainly around open-negotiation (Keeling et al., 2015; Luedicke et al., 2017; Närvänen et al., 2013), open-dialogue (Gebauer et al., 2013), mutual engagement from both members and moderators in terms of nurturing, tolerating, jurisdiction, ignoring, banning, warning etc. (Coulson & Shaw, 2013; Fuller et al., 2011; Rosenbaum & Shachaf, 2010; Seraj, 2012). Specific models and frameworks to tackle conflict were proposed such as a model of response options to impoliteness (Bou-Franch & Garcés-Conejos Blitvich, 2014), a cooperative and competitive design system (Renard & Davis, 2019), three frame alignment practices operating as stabilizing mechanism for the community – language, structural and role (Chalmers Thomas et al., 2012, p.1011), three styles of conflict management

(Competitive-Dominating strategies, Avoiding strategies, and Cooperative-Integrative strategies) (Lee, 2005), and the positive versus negative control strategies (Matzat & Rooks, 2014).

Previous research stated that the *Clan governance* usually operated without formal authority to enforce or authorize the adoption of roles (Graham, 2007; Närvänen et al., 2013; Seraj, 2012). We found, however, that some communities that identified themselves with the clan governance still relied on direct social control which included but was not limited to the role of moderators and community manager in resolving conflict (Husemann et al., 2015; Keeling et al., 2015), and the community's core foundation, clear rules, and sites policies (De Almeida et al., 2014; Fuller et al., 2011; Herring et al., 2002; Närvänen et al., 2018). Some research highlights the importance of moderators (characteristics and number) to help effectively resolve internal conflict in clan governance structure (Coulson & Shaw, 2013; Husemann et al., 2015; Tony et al., 2019). Use of technological systems and design to help reduced conflict were also identified. For example, using community list and the operating system (Husemann et al., 2015), developing system to reduce salience of social identification between members (De Almeida et al., 2014), and using of filters to block the harasser's messages (killfile) (Herring et al., 2002).

In *gift governance*, the direct forms of social control such as formal rules and regulations serve as a guideline to help prevent malice and alienation practices related to sharing and exchanging resources in a community. The formal rules represent rules for attribution and individual property rights (Kolbjørnsrud, 2017), lists of dos and don'ts for vendors (Boon et al., 2015) and moderators' execution of formal rules through blacklist (Polukhina & Strelnikova, 2015). There is an attempt to use technological infrastructure and design to overcome the conflict that is emerged from misbalancing in reciprocity. For example, designing systems to distribute rewards and incentives (Kolbjørnsrud, 2017), requiring

acceptance of the terms of use before entering the community, requiring confirmation to commit to the values and practices of the community (Kolbjørnsrud, 2017), and developing a system of reputation and member rating (Boon et al., 2015; Polukhina & Strelnikova, 2015). However, the norms of exchanging are still based on subjective and individual preferences (e.g. the first come, first serve logic, and based on individual and situation), and the nature of the clan governance structure entails self-enforcement, norm of reciprocity, and generosity. Thus, the lack of formal authority and mechanisms to enforce direct reciprocity between members creates free-riding and agency issues (Kolbjørnsrud, 2017).

Previous research conceptualized *reputation governance structure* communities primarily as absent of formal authority, hierarchies and direct mechanisms (Forte et al., 2009; Sibai, De Valck, et al., 2015). By contrast, our review indicates that this type of communities was not truly without bureaucratic functions but employed a combination of both *direct and indirect social control*. Direct social controls include formal rules, policies, and formal positions to tackle conflicts related to both content- and behavior-related issues (Bryant et al., 2005; Butler et al., 2008; Cooper & Harrison, 2001; Ferguson & Taminiau, 2014; Forte et al., 2009; Humphreys, 2015; Kane et al., 2014; Kittur & Kraut, 2010;). Community rules and regulations were enforced by assigned members (e.g. Admins, Senior member, community member who holds an Operator status and Customer service status) to help resolve conflict. Customer service intervention (Humphreys, 2015), external intervention of a course leader (Xie et al., 2013), and sanctions implemented by people who hold an operator status (Cooper & Harrison, 2001) are examples of direct social control. Formal reputation systems (Kriplean et al., 2007) and a system to deviate between high- and low-status members (Dinhopl et al., 2015) were developed through several mechanisms, such as milestones and badging practices (Schau et al., 2009), and online system feedback (Wiertz, 2010). It should be noted that technological and community design management is another factor contributing to the

success of conflict management in *reputation governance structure*. The use of channel bots to monitor and protect people/resources (Cooper & Harrison, 2001), the use of spyware (Humphreys, 2015), the use of watchlists to help catching vandalism quickly (Bryant et al., 2005; Viégas et al., 2004), the active design to help members detect conflicts, and the coordination systems are all effective mechanisms to help mitigate conflict (Bryant et al., 2005; Kittur et al., 2007; Kittur & Kraut, 2010; Kriplean et al., 2007; Viégas et al., 2004; Wu et al., 2013).

Social norms identified in a *reputation governance structure* include responsiveness and fairness (Adjei et al., 2016; Jiang & Wagner, 2015), celebration of diversity among members and balancing composition between different types of members (Arazy et al., 2011, 2013; Ferguson & Taminiau, 2014), a strong value of consensus and negotiation (Bryant et al., 2005; Ferguson & Taminiau, 2014; Forte et al., 2009; Kane et al., 2014; Viégas et al., 2004), and peer-sanctioning such as public shaming have all been found to resolve conflict in different situations (Cooper & Harrison, 2001; Humphreys, 2015). Examples of proposed social practices are the three patterns of generative responses - roles, shifting production focus, and identifiable patterns of interaction – proposed by Kane et al. (2014), communication and concentration practices (Kittur & Kraut, 2010), twelve common practices to assist members in forming values and handling discord in communities (Schau et al., 2009), four labelled strategies - construction, reconstruction, conversion, and invalidation - and two negotiation strategies proposed by Dinhopl et al., (2015), and the development of the culture of niceness and the using of normalization strategies, suggested by Xie et al. (2013).

5. Discussion and suggestions for future research

Online conflicts and their management are expected to remain rich topics of interest for theoreticians, practitioners and policy makers in international marketing and beyond (Al Khasawneh et al., 2021). In response to the first two research questions posed at the outset of

23

this paper, our study makes a twofold contribution to this timely and prolific area of research: we propose an interdisciplinary conceptualization of conflicts in online consumption communities, and a conflict resolution matrix. The conceptualization of four main typologies of online conflicts which transcend disciplinary boundaries provides an integrated and synthetized overview of the current state of knowledge by bringing together and bridging otherwise siloed and disparate bodies of research from marketing, business studies, humanities and information systems. In so doing, we distil the multi-faceted aspects of online conflicts and lay the groundwork for further empirical investigation, as highlighted in the next section. Second, our conflict resolution matrix lends a practical and theoretically informed tool that can assist community administrators and managers in fostering constructive communication and building strong brand-consumer bonds by overseeing conflicts with the use of well-designed structures and rules. By following a simple, two-dimensional approach (governance structure x social control mechanism), our matrix can help practitioners identify conflicts worthwhile following and attempting to resolve, against those which should be viewed as unhealthy and have to be strategically avoided. Further, it provides concise and straight-forward technical and socio-cultural directions onto conflict management and resolution strategies, including appropriate rules and regulations, system design suggestions, social practices and norms relevant to each type of community. By following these insights and guidelines, we believe marketing managers and community administrators could more effectively diagnose and resolve emerging conflicts, identify moderation practices and maintain social control for different types of community governance.

Based on our data analysis and synthesis, the following sections discuss a number of critical gaps in knowledge that warrant additional research attention, in relation to conceptualizing, managing and researching online conflicts, that address our third and final research question.

In today's heavily digitally mediated world, issues of international interest attract both consumers' and brands' attention and initiate online conflicts, before they even become evident in offline conversations. Therefore, further examinations of online conflicts on specific topics, especially around culturally intensive issues that motivate international audiences' participation in online debates could advance our understanding on this area, as well as, on global phenomena such as ethnocentrism (Han & Hyojin, 2020; Stottnger & Penz, 2019) and cultural appropriation. Additional avenues for future research are also offered through the study of the dark side of online conflicts and how it can be best managed and governed. The anticipated intensification of online conflicts by the use of filter bubbles and echo chambers by marketers that either accidently or intentionally block out balanced views leading to confirmation bias and polarization call for more enquiries. To that end, we provide a list of compelling research questions in Table 5, directly drawn from our inter-disciplinary conceptualization of online conflicts and the proposed matrix of conflict resolution strategies discussed previously, while adapting Vrontis and Christofi's (2019) approach towards identification of avenues for future research.

(Insert Table 5)

5.1 Gaps regarding the conceptualization of online conflicts

Most of the reviewed papers tend to approach online conflict as a static and invariable force (Curcija et al., 2019; Dineva et al., 2017; Fuller et al., 2011; Husemann et al., 2015). However, conflict in general and online conflicts in specific are multi-dimensional and transformable. For example, an online conflict might start because of differences in consumption styles amongst online consumption community members but then transform into another type of conflict (e.g. the relationship conflict or anti-social conflicts) that could cause other seriously actions against individual members and/or threaten the survival of the community itself. Thus, future research is essential to better understand the dynamic nature of

25

online conflicts—specifically, when and how they emerge, evolve, and transform from one type into another type. Such insights, in turn, may help to clarify if the various phases of online conflicts require the same or different control mechanisms to produce an effective resolution.

This review of the existing literature also revealed another type of online conflict—namely, prosumption conflict, which emerges during the interrelated process of production and consumption (Ritzer, 2014) and is primarily focused on the exploitation of consumers as unpaid labor power (Ritzer & Jurgenson, 2010)—that is currently not well discussed or conceptualized (Fuller et al., 2011; Husemann et al., 2015; Luedicke et al., 2017; Renard & Davis, 2019). Prosumption has previously been defined as "the value creation activities undertaken by the consumer that result in the production of products they eventually consume and that become their con-sumption experience" (Xie et al., 2008). Nowadays this concept has extended to explain the value creation activities in the context of a networked sharing economy in which websites' content is not only consumed but also produced by the online users (Tian et al., 2017). Value creation is further seen to vary between consumers of different cultures and characteristics. For example, collectivistic consumers are found to experience social value, while individualistic consumers are drawn to content value, when participating in social media (Jiao et al., 2018).

In reality, we cannot escape that this virtual gathering not only consists of people who share the same preferences towards certain consumption interests, however, it also consists of heterogenous members/participants who may have differences to each other in terms of demographics, interests, and consumption behaviours. This could lead to the emergence of tension and conflict between members, and finally force them to manage their discomfort and disagreement among the community members. Thus, in this review paper, we extend the concept of 'prosumption' to explore conflict in online communities of consumption where the

aim of online gathering is to encourage consumption of specific brands or non-brand consumption interests. We thus conceptualize prosumption conflict as '*the conflict that emerges from both the production and consumption of shared online information/knowledge in which members both consume and contribute to certain consumption interests, sometimes associated with specific brands'.*

One example of this type of conflict is shown in the work of Fuller and Jawecki (2011), Husemann et al. (2010), and Luedicke et al. (2017) in which information on experiences and opinions regarding specific products, their pros and cons, and recommendations for improvement or future product development is shared virtually by consumers themselves online. Despite having an atmosphere of cooperation, trust, and friendship, the occasional occurrence and potential for conflicts and the need to negotiate or solve them is illustrated well by examples of prosumption conflict in these online communities.

While the above studies have highlighted the emergence of prosumption conflict in their communities of consumption, they tend to approach it as separate constructs between 'consumption' (Fuller and Jawecki, 2011; Husemann et al., 2015) versus 'production' (Arazy et al., 2011; Renard and Davis, 2019) conflict. Based on the literature review of online conflicts of this research, we argue that production and consumption conflict should be integrated together in order to fully capture the real-life complexities of online conflicts that is prevalent in today's consumption community where members are involved in both the generation and consumption of online information.

Lastly, prior work (e.g. Husemann et al., 2015) points towards a bright side regarding online conflict and, in this context, identify healthy conflicts' potential to facilitate a higher level of participation of community members as well as the creation of a "we-feeling" which engenders greater engagement and the community long-term sustainability. Future research is

needed here to identify and describe the main characteristics of such healthy conflicts, and to show how they can be nurtured to benefit the online consumption community.

5.2 Gaps in managing online conflicts under different types of governance and agency structures

In this review (section 4.2.) we examined the available body of knowledge concerning online consumption communities in terms of *socio-cultural* (the agency who organizes the community, and the governance structures that each community adopt) and *technological dimensions* (the type of online supporting platforms on which each community operates, and the design structures behind the community technological system). This allowed us to grasp all aspects of the different dimensions of online consumption communities as well as of the associated implications for their functioning and regulation (Bagozzi & Dholakia, 2002; Jang et al., 2008; Shi et al., 2019; Sibai, De Valck, et al., 2015; Stanoevska-Slabeva & Schmid, 2001).

With regard to the *technological dimension*, it is interesting to note that in the last five years (2015–2020), technological advances have allowed online communities to now serve multiple purposes such as a channel for selling, distributing information, and social gathering. This, in turn, causes challenges to communities specifically with regards to how to handle internal conflict. Therefore, future research should explore the type of control mechanisms and governance structure that could be applied to handle conflicts that occur within this modern type of consumption communities. Such examinations could be also considering the effect of internet-enabled technologies in international marketing practices and how this could be influencing brands' control over existing markets and plans for expansion to new ones (Katsikeas et al., 2020). With regards to *the socio-cultural dimension* in terms of the agency who organizes the online consumption community (consumer versus brand-organized), literature that illustrates how conflict should be managed within a business-

organized community structure was limited to studies of complaining practices (Cooper et al., 2019; Dineva et al., 2017; Dolan et al., 2019; Shi et al., 2019; Weitzl & Hutzinger, 2019). Echoing Alves et al. (2016) and Närvänen et al. (2018), we call for future research to go beyond complaining practices and to extend the investigative scope to an exploration of complaint handling and of negative sentiments within the consumer-organized brand community, instead of relying on the online brand community as the last resort to restore justice in their relationship with the brand (Li, Modi, Wu, Chen, & Nguyen, 2019).

With regard to governance structures, our review reveals a lack of research on the *hierarchy governance mechanism*, which limits our understanding of how an autocratic online consumption community governs and resolves internal conflicts. Moreover, the available studies examining an autocratic governance structure used a Western context, in which conflict moderators and members tried to end conflicts in a democratic way (Bou-Franch & Garcés-Conejos Blitvich, 2014; Dineva et al., 2019; Fuller et al., 2011; Husemann et al., 2010; Schau et al., 2009; Seraj, 2012). Future research should be conducted in non-Western contexts because country-depended variation in cultural, technological, political, and societal factors directly influence the way community members decide to resolve conflicts (Närvänen et al., 2018; Sibai, De Valck, et al., 2015). Investigating hierarchy governance representing different cultural and political environments will aid in a theoretical description of hierarchy governance structure and inform policy makers on how to identify effective strategies to manage conflict from an authoritative governance structure.

Further research should include all three dimensions—that is, social, cultural, and technical—into the analysis of online consumption community conflict, as each of them directly influences the way a community adopts conflict resolution strategies. Neglecting any one of these factors or relying solely onto one might weaken the effectiveness of a conflict resolution strategy that has been adopted to tackle a particular conflict. Recent research, for

instance, found that sociotechnical systems facilitate productive environments and turn destructive conflicts into constructive competition within a crowdsourcing community (Renard & Davis, 2019).

5.3 Gaps in the relevant body of work in terms of methodological aspects

Prior research has highlighted the importance of analyzing non-textual modes of communication, such as a visual and audio, because meaning is nowadays transmitted online in a multi-modal fashion including both text and visuals (Belk et al., 2018; Kelsey, 2015; Kress & Leeuwen, 2004; Scott, 1994). Therefore, the scope of analyses of shared narratives in online consumption communities should not be limited to "text-based" communication but also reflect users' perceptions, emotions, and their underlying ideologies through both (non) representational forms and modes of online social exchanges.

Therefore, finding the right methodological tools to assist in uncovering the true purpose of the communicators is crucial. To analyze consumer narratives on the modern online platforms with as complete a picture as possible, future studies should develop methods to include multiple modes of data into their analyses because posting behaviors (e.g., creating and sharing pictures in an online consumption community) also represent discursive practices (Närvänen et al., 2013). Research efforts should also be directed towards the development of a native digital model that is suitable to analyze non-linear conflicts in an extensive and multi-participant setting on social media platforms such as YouTube and Facebook. as the currently available methodological approaches do not fully capture or explain such extensive, recurring, multi-participant, and non-linear nature of online conflicts (Bou-Franch & Garcés-Conejos Blitvich, 2014). More specifically, the way people communicate and interact online is no longer limited to text-based communication; rather, people now have the ability to construct their own meaning through numerous modes of communication.

6. Conclusion and Limitations

Our systematic literature review on the topic of online conflicts in global consumption communities synthesized the current body of literature to provide a life-course overview on online conflicts and identify the appropriate strategies to inform decision making. In doing so, we aimed to advance the international marketing literature by providing the first interdisciplinary literature-based conceptualization of online conflicts in global consumption communities and to propose a matrix of conflict resolution strategies based on two types of social control mechanisms and a five-folded governance structure, from a socio-cultural and technological perspective. This constitutes an important contribution to the international marketing literature which heretofore lacked sufficient insights into the management and resolution of online conflicts in global consumptions communities. In particular, by incorporating diverse bodies of literature on online conflicts in consumption communities, this study identifies critical research gaps in the theoretical understanding of prosumption conflict, and missing methodological contributions from multi-modal examinations, where especially visual data is considered. We recommend that managers of global brands should follow online consumer communities relevant to their brands in order to scan for and identify conflicts with a potential bearing on their market offerings (e.g., differences of opinions between cultural ethnocentrism and cultural relativism in global product or service offerings) so that conflict mediation strategies can be developed well in advance.

This study restricted the types of review documents to only peer-reviewed academic articles and conference proceedings in the English language. Future studies could overcome this limitation and include unpublished or industry-funded work to validate and complement the study findings to provide a more complete picture of conflict management in online consumption communities. Finally, as with any other literature review, we do not claim to comprehensively encompass all publications within each of the disciplines we aimed to

cover. However, we are confident that our systematic and thorough assessment of the

selected manuscripts provides a more nuanced, integrated and robust understanding of the

field of conflict in online communities.

References

Abitbol, A. (2019). Razor burned: Why Gillette's campaign against toxic masculinity missed the mark. The Conversation. Available online at https://theconversation.com/razor-burned-why-gillettes-campaign-against-toxic-masculinity-missed-the-mark-109932 [Accessed on October 15, 2020].

Adjei, M. T., Nowlin, E. L., & Ang, T. (2016). The collateral damage of C2C communications on social networking sites: The moderating role of firm responsiveness and perceived fairness. *Journal of Marketing Theory and Practice*, *24*(2), 166–185.

Agrawal, R., & Ramachandran, G. (2017). Flocking together – benefits and costs of small group consumption community participation. *European Journal of Marketing*, *59*, 602–614.

Alves, H., Fernandes, C., & Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. *Psychology & Marketing*, *33*(12), 1029–1038.

An, Z., Meng, J., & Mendiola-Smith, L. (2020). The role of identification in soliciting social support in online communities. *Computers in Human Behavior*, *104*, 106181.

Andreini, D., & Bettinelli, C. (2017). Business Model Definition and Boundaries. In *Business Model Innovation,* 25-53. Springer, Cham.

Antonetti, P., Crisafulli, B., & Katsikeas, C. S. (2020). Does it really hurt? Making sense of varieties of anger. *Psychology and Marketing*, *37*(11), 1465–1483.

Arazy, O., Nov, O., Patterson, R., & Yeo, L. (2011). Information Quality in Wikipedia: The Effects of Group Composition and Task Conflict. *Journal of Management Information Systems*, *27*(4), 71–98.

Arazy, O., Yeo, L., & Nov, O. (2013). Stay on the Wikipedia Task: When Task-Related Disagreements Slip Into Personal and Procedural Conflicts. *Journal of the American Society for Information Science and Technology*, *64*(8), 1634–1648.

Bagozzi, R. P., & Dholakia, U. M. (2002). International Social Actions in Virtual Communities. *Journal of Interactive Marketing*, *16*(2), 2–21.

Belk, R., Caldwell, Marylouise Devinney, Timothy M. Eckhardt, G. M., Henry, P., Kozinets, R., & Plakoyiannaki, E. (2018). Envisioning consumers: how videography can contribute to marketing knowledge. *Journal of Marketing Management*, *34*(5–6), 432–458.

Black, I., & Veloutsou, C. (2017). Working consumers: Co-creation of brand identity, consumer identity, and brand community identity. *Journal of Business Research*, *70*, 430–431.

Bliuc, A. M., Faulkner, N., Jakubowicz, A., & McGarty, C. (2018). Online networks of racial hate: A systematic review of 10 years of research on cyber-racism. *Computers in Human Behavior*, *87*, 75–86.

Boon, E., Pitt, L., & Salehi-Sangari, E. (2015). Managing information sharing in online communities and marketplaces. *Business Horizons*, *58*(3), 347–353.

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2014). Conflict management in massive polylogues: A case study from YouTube. *Journal of Pragmatics*, *73*, 19–36.

Bryant, S., Forte, A., & Bruckman, A. (2005). Becoming Wikipedian: Transformation of Participation in a Collaborative Online Encyclopedia. *Proceedings of the 2005 International ACM SIGGROUP Conference on Supporting Group Work*, 1–10.

Bullard, J., & Howison, J. (2015). Learning from Elitist Jerks: Creating High-Quality Knowledge Resources From Ongoing Conversations. *Journal of the Association for Information Science & Technology*, *66*(11), 2267–2276.

Burnett, G., & Bonnici, L. (2003). Beyond the FAQ: Explicit and implicit norms in: Usenet newsgroups. *Library and Information Science Research*, *25*(3), 333–351.

Butler, B., Joyce, E., & Pike, J. (2008). Don't Look Now, But We've Created a Bureaucracy : The Nature and Roles of Policies and Rules in Wikipedia. *In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI'08)*, 1101–1110.

Campbell, J., Fletcher, G., & Greenhill, A. (2009). Conflict and identity shape shifting in an online financial community. *Information Systems Journal*, *19*(5), 461–478.

Castle, N. W., Combe, I. A., & Khusainova, R. (2014). Tracing social influence in responses to strategy change in an online community. *Journal of Strategic Marketing*, *22*(4), 357–375.

Chalmers Thomas, T., Price, L. L., & Schau, H. J. (2012). When Differences Unite: Resource Dependence in Heterogeneous Consumption Communities. *Journal of Consumer Research*, *39*(5).

Christofi, M., Leonidou, E., & Vrontis, D. (2017). Marketing research on mergers and acquisitions: a systematic review and future directions. *International Marketing Review*, 34(5), 629-651.

Colliander, J., & Wien, A. H. (2013). Trash talk rebuffed: Consumers' defense of companies criticized in online communities. *European Journal of Marketing*, *47*(10), 1733–1757.

Cooper, J., & Harrison, D. M. (2001). The social organization of audio piracy on the Internet. *Media, Culture and Society*, *23*(1), 71–89.

Cooper, T., Stavros, C., & Dobele, A. R. (2019). Domains of influence: exploring negative sentiment in social media. *Journal of Product and Brand Management*, *28*(5), 684–699.

Coulson, N. S., & Shaw, R. L. (2013). Nurturing health-related online support groups: Exploring the experiences of patient moderators. *Computers in Human Behavior*, *29*(4), 1695–1701.

Cova, B., Pace, S., & Park, D. (2007). Global brand communities across borders: the Warhammer case. International Marketing Review, 24, 3, 313-329.

Cruz, A. G. B., Seo, Y., & Rex, M. (2018). Trolling in online communities: A practice-based theoretical perspective. *Information Society*, *34*(1), 15–26.

Curcija, M., Breakey, N., & Driml, S. (2019). Development of a conflict management model as a tool for improved project outcomes in community based tourism. *Tourism Management*, *70*, 341–354.

De Almeida, S. O., Dholakia, U. M., Hernandez, J. M. C., & Mazzon, J. A. (2014). The

mixed effects of participant diversity and expressive freedom in online peer-to-peer problem solving communities. *Journal of Interactive Marketing*, 28(3), 196–209.

de Valck, K. (2012). The war of the eTribes: Online conflicts and communal consumption. *Consumer Tribes*, 260–274.

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28–42.

Dineva, D., Breitsohl, J. C., & Garrod, B. (2017). Corporate conflict management on social media brand fan pages. *Journal of Marketing Management*, 33(9–10), 679–698.

Dineva, D., Lu, X., & Breitsohl, J. (2019). Social media conflicts during the financial crisis: Managerial implications for retail banks. *Strategic Change*, 28(5), 381–386.

Dinhopl, A., Gretzel, U., & Whelan, A. (2015). Labeling as a Social Practice in Online Consumption Communities. *Psychology & Marketing*, 32(3), 240–249.

Dolan, R., Seo, Y., & Kemper, J. (2019). Complaining practices on social media in tourism: A value co-creation and co-destruction perspective. *Tourism Management*, 73, 35–45.

Essamri, A., McKechnie, S., & Winklhofer, H. (2019). Co-creating corporate brand identity with online brand communities: A managerial perspective. *Journal of Business Research*, 96, 366–375.

Faraj, S., Jarvenpaa, S. L., & Majchrzak, A. (2011). Knowledge collaboration in online communities. *Organization Science*, 22(5), 1224–1239.

Ferguson, J., & Taminiau, Y. (2014). Conflict and learning in inter-organizational online communities: Negotiating knowledge claims. *Journal of Knowledge Management*, 18(5), 886–904.

Forte, A., Larco, V., & Bruckman, A. (2009). Decentralization in Wikipedia Governance. *Journal of Management Information Systems*, 26(1), 49–72.

Fuller, J., Jawecki, G., Bradshaw, A., Hackley, C., & Maclaran, P. (2011). Consensus Formation and Conflict Management in Self-Organized Online Communities. *The Association for Consumer Research*, 9, 12–13.

Gebauer, J., Füller, J., & Pezzei, R. (2013). The dark and the bright side of co-creation: Triggers of member behavior in online innovation communities. *Journal of Business Research*, 66(9), 1516–1527.

Golf-Papez, M., & Veer, E. (2017). Don't feed the trolling: rethinking how online trolling is being defined and combated. *Journal of Marketing Management*, 33(15–16), 1336–1354.

Graham, S. L. (2007). Disagreeing to agree: Conflict, (im)politeness and identity in a computer-mediated community. *Journal of Pragmatics*, 39(4), 742–759.

Hakala, H., Niemi, L., & Kohtamäki, M. (2017). Online brand community practices and the construction of brand legitimacy. *Marketing Theory*, 17(4), 537–558.

Halabi, A., Zimmermann, B., & Courant, M. (2017). Conflict in a digital place. *First Monday*, 22(12).

Han, C., & Nam, H. (2020). How inter-country similarities moderate the effects of consumer ethnocentrism and cosmopolitanism in out-group country perceptions: An Asian perspective. *International Marketing Review*, 37(1), 130-155.

Hassan, M., & Ariño, L. V. C. (2016). Consumer devotion to a different height: How consumers are defending the brand within Facebook brand communities. *Internet Research*, *26*(4), 963–981

Hauser, F., Hautz, J., Hutter, K., & Füller, J. (2017). Firestorms: Modeling conflict diffusion and management strategies in online communities. *Journal of Strategic Information Systems*, *26*(4), 285–321.

Herring, S., Job-Sluder, K., Scheckler, R., & Barab, S. (2002). Searching for Safety Online: Managing Trolling in a Feminist Forum. *The Information Society*, *18*, 371–384.

Hulland, J., & Houston, M. B. (2020). Why systematic review papers and meta-analyses matter: An introduction to the special issue on generalizations in marketing. Journal of the Academy of Marketing Science, 48, 351–359.

Humes, K. R., Jones, N. a., & Ramirez, R. R. (2011). Overview of race and hispanic origin: 2010. http://www.census.gov/population/race/

Humphreys, S. (2015). Ruling the virtual world. Governance in massively multiplayer online games. *European Journal of Cultural Studies*, *11*(2), 149–171.

Humpreys, S. (2008). Ruling the virtual world. Governance in massively multiplayer online games. *European Journal of Cultural Studies*, *11*(2), 149–171.

Husemann, K. C., Ladstaetter, F., & Luedicke, M. K. (2015). Conflict Culture and Conflict Management in Consumption Communities. *Psychology & Marketing*, *32*(3), 265–284.

Husemann, K. C., & Luedicke, M. K. (2013). Social Conflict and Consumption: a Meta-Analytical Perspective. *Advances in Consumer Research*, *41*, 355–360.

Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The Influence of On-Line Brand Community Characteristics on Community Commitment and Brand Loyalty. *International Journal of Electronic Commerce*, *12*(3), 57–80.

Jiang, L., & Wagner, C. (2015). Perceptions of Justice or Injustice as Determinants of Contributor Defections from Online Communities. *Journal of the Association for Information Science and Technology*, *66*(7), 1477–1493.

Jiao, Y., Ertz, M., Jo, M.S., & Emine, S. (2018). Social value, content value, and brand equity in social media brand communities. *International Mrketing Review, 35*(1), 18-41

Kane, G. C., Johnson, J., & Majchrzak, A. (2014). Emergent life cycle: The tension between knowledge change and knowledge retention in open online coproduction communities. *Management Science*, *60*(12), 3026–3048.

Katsikeas, C., Leonidou, L., & Zeriti A. (2020). Revisiting international marketing strategy in a digital era: Opportunities, challenges and research directions. *International Marketing Review*, 37(3), 405-424.

Keeling, D. I., Laing, A., & Newholm, T. (2015). Health Communities as Permissible Space: Supporting Negotiation to Balance Asymmetries. *Psychology & Marketing*, *30*(6), 461–469.

Kelsey, D. (2015). Discourse , affect and surveillance: Gender conflict in the omniopticon. *Journalism and Discourse Studies*, *1*(2), 1–21.

Kittur, A., & Kraut, R. E. (2010). Beyond Wikipedia: Coordination and conflict in online production groups. *Proceedings of the ACM Conference on Computer Supported Cooperative Work, CSCW*, 215–224.

Kittur, A., Suh, B., Pendleton, B. A., & Chi, E. H. (2007). He says, she says: Conflict and coordination in Wikipedia. *Conference on Human Factors in Computing Systems - Proceedings*, 453–462.

Kolbjørnsrud, V. (2017). Agency problems and governance mechanisms in collaborative communities. *Strategic Organization*, *15*(2), 141–173.

Kozinets, R. V. (1999). E-tribalized marketing?: The strategic implications of virtual communities of consumption. *European management journal*, *17*(3), 252-264.

Kozinets, R. V. (2015). *Netnography : redefined* (2nd ed.). SAGE.

Kress, G. R., & Leeuwen, T. van. (2004). *Reading images the grammar of visual design* (2nd ed.). Routledge.

Kriplean, T., McDonald, D. W., & Golder, S. A. (2007). Community, Consensus, Coercion, Control: CS*W or How Policy Mediates Mass Participation Travis. *Proceedings of the 2007 International ACM Conference on Supporting Group Work*, 167–176.

Kubacki, K., Rundle-Thiele, S., Pang, B., & Buyucek, N. (2015). Minimizing alcohol harm: A systematic social marketing review (2000-2014). *Journal of Business Research*, *68*(10), 2214–2222.

Lee, H. (2005). Behavioral Strategies for Dealing with Flaming in an Online Forum. *The Sociological Quarterly*, *46*(2), 385–403.

Lerner, J., & Lomi, A. (2019). Team diversity, polarization, and productivity in online peer production. *Social Network Analysis and Mining*, *9*(1), 1–17.

Li, M., He, X., & Sousa, C. (2017). A review of the empirical research on export channel selection between 1979 and 2015. *International Business Review*, *26*(2), 303–323.

Li, S., Modi, P., Wu, M. S. (Sharon), Chen, C. H. (Steve), & Nguyen, B. (2019). Conceptualising and validating the social capital construct in consumer-initiated online brand communities (COBCs). *Technological Forecasting and Social Change*, *139*, 303–310.

Lu, L., Zhou, F., & Leung, K. (2011). Effects of task and relationship conflicts on individual work behaviors. *International Journal of Conflict Management*, *22*(2), 131–150.

Luedicke, M. K., Husemann, K. C., Furnari, S., & Ladstaetter, F. (2017). Radically Open Strategizing: How the Premium Cola Collective Takes Open Strategy to the Extreme. *Long Range Planning*, *50*(3), 371–384.

Luedicke, M. K., Thompson, C. J., & Giesler, M. (2010). Consumer identity work as moral protagonism: How myth and ideology animate a brand-mediated moral conflict. *Journal of Consumer Research*, *36*(6), 1016-1032.

Malinen, S. (2015). Understanding user participation in online communities: A systematic literature review of empirical studies. *Computers in Human Behavior*, *46*, 228–238.

Mathwick, C., Wiertz, C., & de Ruyter, K. (2008). Social Capital Production in a Virtual P3 Community. *Journal of Consumer Research*, *34*(6), 832–849.

Marabelli, M., & Newell, S. (2014). Knowing, power and materiality: A critical review and reconceptualization of absorptive capacity. *International Journal of Management Reviews*, *16*(4), 479-499.

Matzat, U. (2009a). A theory of relational signals in online groups. *New Media and Society*, *11*(3), 375–394.

Matzat, U. (2009b). The Acceptance and Effectiveness of Social Control on the Internet: A Comparison between Online Auctions and Knowledge Sharing Groups. In *eTrust: Forming relationships in the online world*, 238–265.

Matzat, U., & Rooks, G. (2014). Styles of moderation in online health and support communities: An experimental comparison of their acceptance and effectiveness. *Computers in Human Behavior*, *36*, 65–75.

Mayer, N., & Mayer, N. (2015). How to Build Consensus in a Health-Oriented Online Community: Modeling a "Pro-Ana" Forum. *Revue Française de Sociologie*, *55*(4), 765–804.

McCullough, B. (2018). How the internet happened: From Netscape to the iPhone. Liveright Publishing.

Nadkarni, S. (2016). The relationship of leadership and innovation in family businesses: A systematic literature review. In *The Relationship of Leadership and Innovation in Family Businesses*.

Närvänen, E., Kartastenpää, E., & Kuusela, H. (2013). Online lifestyle consumption community dynamics: A practice-based analysis. *Journal of Consumer Behaviour*, *12*(5), 358–369.

Närvänen, E., Koivisto, P., & Kuusela, H. (2018). Managing consumption communities. *Journal of Strategic Marketing*, *4488*, 1–17.

Olaniran, B. A. (2010). Group communication and conflict management in an electronic medium. *International Journal of Conflict Management*, *21*(1), 44–69.

Pai, P., & Tsai, H. T. (2016). Reciprocity norms and information-sharing behavior in online consumption communities: An empirical investigation of antecedents and moderators. *Information and Management*, *53*(1), 38–52.

Palmatier, R. W., Houston, M. B., & Hulland, J. (2018). Review articles: Purpose, process, and structure. *Journal of the Academy of Marketing Science*, 46, 1–5

Park, J. K., & Feinberg, R. (2010). E-formity: Consumer conformity behaviour in virtual communities. *Journal of Research in Interactive Marketing*, *4*(3), 197–213.

Polukhina, E., & Strelnikova, A. (2015). Exploring the Russian online gift-exchange communities: The results of nethnographic approach. *Acta Polytechnica Hungarica*, *12*(8), 2041–2049.

Ranney, M. L., Pittman, S. K., Riese, A., Koehler, C., Ybarra, M. L., Cunningham, R. M., Spirito, A., & Rosen, R. K. (2020). What Counts?: A Qualitative Study of Adolescents' Lived Experience With Online Victimization and Cyberbullying. *Academic Pediatrics*, *20*(4), 485–492.

Renard, D., & Davis, J. G. (2019). Social interdependence on crowdsourcing platforms. *Journal of Business Research*, *103*(August 2018), 186–194.

Rinallo, D., & Pitardi, V. (2019). Open conflict as differentiation strategy in geographical indications: the Bitto Rebels case. *British Food Journal*, *121*(12), 3102–3118.

Ritzer, G., & Jurgenson, N. (2010). Production, consumption, prosumption: The nature of capitalism in the age of the digital 'prosumer'. *Journal of consumer culture*, *10*(1), 13-36.

Ritzer, G. (2014). Prosumption: Evolution, revolution, or eternal return of the same?. *Journal*

of Consumer Culture, *14*(1), 3-24.

Rosenbaum, H., & Shachaf, P. (2010). A Structuration Approach to Online Communities of Practice:The Case of Q&A Communities. *Journal of the American Society for Information Science and Technology*, *61*(9), 1933–1944.

Schau, H. J., Muñiz, A. M., & Arnould, E. J. (2009). How Brand Community Practices Create Value. *Journal of Marketing*, *73*, 30–51.

Scott, L. M. (1994). Images in Advertising: The Need for a Theory of Visual Rhetoric. *Source Journal of Consumer Research*, *21*(2), 252–273.

Seraj, M. (2012). We Create, We Connect, We Respect, Therefore We Are: Intellectual, Social, and Cultural Value in Online Communities. *Journal of Interactive Marketing*, *26*(4), 209–222.

Shi, S., Cao, Y., Chen, Y., & Chow, W. S. (2019). How social media brand pages contribute to functional conflict: The central role of commitment. *International Journal of Information Management*, *45*, 95–106.

Sibai, O., de Valck, K., Farrell, A., & Rudd, J. M. (2015). Social Control in Online Communities of Consumption: A Framework for Community Management. *Psychology & Marketing*, *32*(3), 250–264.

Sibai, O., Valck, K. De, Farrell, A., & Rudd, J. (2014). Keyboard Warriors in Cyberfights: Conflict in Online Communities of Consumption and Its Effects on Community Resources. *Advances in Consumer Research*, *33*, 212–217.

Siebels, J.-F., & zu Knyphausen-Aufseß, D. (2012). A Review of Theory in Family Business Research: The Implications for Corporate Governance. *International Journal of Management Reviews*, *14*(3), 280–304.

Stanoevska-Slabeva, K., & Schmid, B. F. (2001). A typology of online communities and community supporting platforms. *Proceedings of the Hawaii International Conference on System Sciences*, 162.

Stokburger-Sauer, N. E., & Wiertz, C. (2015). Online Consumption Communities: An Introduction. *Psychology & Marketing*, *32*(3), 235–239.

Stottnger, B., & Penz, e. (2019). Balancing territorial identities: How consumers manage their ethnic, regional, and national identities in daily life and consumption situations. *International Marketing Review*, 36(5), 805-827.

Thomas, T. C., Price, L. L., & Schau, H. J. (2013). When differences unite: Resource dependence in heterogeneous consumption communities. *Journal of Consumer Research*, *39*(5), 1010–1033.

Thorpe, R., Holt, R., Macpherson, A., & Pittaway, L. (2005). Using knowledge within small and medium-sized firms: A systematic review of the evidence. *International Journal of Management Reviews*, *7*(4), 257–281.

Tian, J., Shen, L., & Chen, Y. (2017). A Study on Customer Prosumption Concept and Its Impact on Enterprise Value Co-Creation. *Theoretical Economics Letters*, *07*(07), 2040–2053.

Tiidenberg, K. (2016). Boundaries and conflict in a NSFW community on tumblr: The meanings and uses of selfies. *New Media and Society*, *18*(8), 1563–1578.

Tony, C., Constantino, S., & Dobele, A. R. (2019). The levers of engagement: an exploration

of governance in an online brand community. *Journal of Brand Management*, *26*(3), 240–254.

Torres, E. N. (2017). Online-to-Offline Interactions and Online Community Life Cycles: A Longitudinal Study of Shared Leisure Activities. *Leisure Sciences*, 1–19.

Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review. In *British Journal of Management*, 14(3).

Viégas, F. B., Wattenberg, M., & Dave, K. (2004). Studying cooperation and conflict between authors with history flow visualizations. *Proceedings of the 2004 Conference on Human Factors in Computing Systems - CHI '04*, *6*(1), 575–582.

Voorveld, H. A. M. (2019). Brand Communication in Social Media: A Research Agenda. *Journal of Advertising*, *48*(1), 14–26.

Vrontis, D., & Christofi, M. (2019). R&D internationalization and innovation: A systematic review, integrative framework and future research directions. *Journal of Business Research*. DOI: https://doi.org/10.1016/j.jbusres.2019.03.031

Weitzl, W. J., & Hutzinger, C. (2019). Rise and fall of complainants' desires: The role of pre-failure brand commitment and online service recovery satisfaction. *Computers in Human Behavior*, *97*, 116–129.

Wiertz, C. (2010). A Balancing Act: Governance in a Virtual P3 Community. *Advances in Consumer Research*, *37*, 672–673.

Wu, K., Vassileva, J., Zhu, Q., Fang, H., & Tan, X. (2013). Supporting group collaboration in Wiki by increasing the awareness of task conflict. *Aslib Proceedings: New Information Perspectives*, *65*(6), 581–604.

Xie, C., Bagozzi, R. P., & Troye, S. V. (2008). Trying to prosume: Toward a theory of consumers as co-creators of value. *Journal of the Academy of Marketing Science*, *36*(1), 109–122.

Xie, K., Miller, N. C., & Allison, J. R. (2013). Toward a social conflict evolution model: Examining the adverse power of conflictual social interaction in online learning. *Computers and Education*, *63*, 404–415.

Yen, H. R., Hsu, S. H.-Y., & Huang, C.-Y. (2011). Good Soldiers on the Web: Understanding the Drivers of Participation in Online Communities of Consumption. *International Journal of Electronic Commerce*, *15*(4), 89–120.

Appendices

Appendix A: Full-list and Modified keyword strings

Full-list of keyword string	Databases
"brand-mediated moral conflict" OR conflict OR "interpersonal conflict" OR "public conflict" OR "consumer conflict" OR "social conflict" OR "online conflicts" OR "conflict culture" OR "heterogeneity in consumer collectives" OR "consumer aggression" OR "consumer revenge" OR "brand tribalism" OR "oppositional brand loyalty" OR "conflict culture" OR trolling OR e-dispute OR "online community conflict" OR "consumer schadenfreude" AND "conflict resolution" OR "conflict resolution strategies" OR "moderation practices" OR "conflict management" OR "conflict management strategies" OR "online dispute resolution" OR ODR OR "corporate governance" OR "community governance" AND "online brand community" OR "virtual community" OR "online community" OR "consumer communities" OR "social networking sites" OR SNSs OR "brand fan pages" OR "brand fans" OR "consumption communities" OR "communal consumption" OR "consumer collective"	- EBSCO - SCORPUS - ProQuest Social science Premium collection - Web of Science
Modified of keyword string	**Databases**
"online community" OR "consumer collective" OR "social media site" AND "conflict resolution" OR "conflict management" AND "conflict" OR "dispute" OR "cyberfight"	- JSTOR - Science Direct

Appendix B1: Representation of the 10 most recurrent words (with exact matches option) in the analysed articles
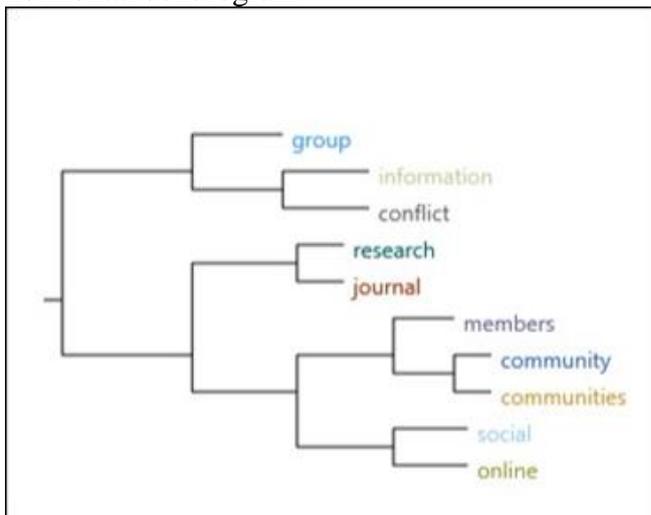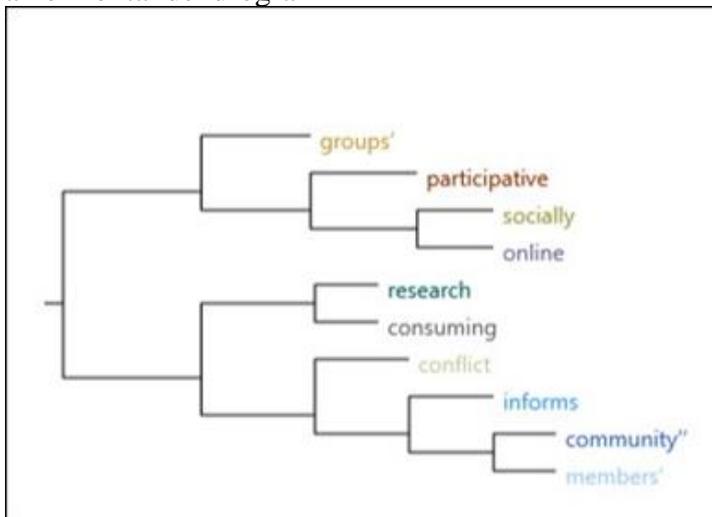

Appendix B2: Representation of the 10 most recurrent words (with stemmed words option) in the analysed articles

Appendix B3: Representation of the 10 co-occurring words (with exact matches option) as a horizontal dendrogram.

Appendix B4: Representation of the 10 co-occurring words (with stemmed words option) as a horizontal dendrogram

Appendix C: Number of articles by year

Year	Publication No.	Percentage	Jan 2001-Jan 2020
2001	1	1%	
2002	1	1%	
2003	1	1%	
2004	1	1%	
2005	2	3%	
2006	0	0%	**23%**
2007	4	5%	
2008	3	4%	
2009	5	6%	
2010	5	6%	
2011	4	5%	
2012	1	1%	
2013	9	11%	
2014	8	10%	
2015	8	10%	
2016	4	5%	**77%**
2017	9	11%	
2018	2	3%	
2019	10	13%	
2020	1	1%	
Total	**79**	**100%**	**100%**

Appendix D: Number of articles by journals

No.	Journal	No. of publications	Percentage
1	Advances in Consumer Research (proceedings)	3	4%
2	Aslib Proceedings: New Information Perspectives	1	1%
3	British Food Journal	1	1%
4	Business Horizons	1	1%
5	Computers in Human Behavior	4	5%
6	Computers & Education	1	1%
7	European Advances in Consumer research (proceedings)	1	1%
8	European Journal of Marketing	2	3%
9	European Journal of Cultural studies	1	1%
10	First Monday	1	1%
11	Information & Management	1	1%
12	Internet Research	1	1%
13	Information System Journal	1	1%
14	International Journal of Information Management	1	1%
15	International Journal of Conflict Management	1	1%
16	International Journal of Electronic Commerce	1	1%
17	Journal of Brand Management	1	1%
18	Journal of Business Research	3	4%
19	Journal of Consumer Research	2	3%
20	Journal of Consumer Behaviour	1	1%
21	Journal of Interactive Marketing	2	3%
22	Journal of Knowledge Management	1	1%
23	Journal of Management Information Systems	2	3%
24	Journal of Marketing	1	1%
25	Journal of Marketing Management	2	3%
26	Journal of Marketing Theory and Practice	1	1%
27	Journal of Pragmatics	2	3%
28	Journal of Product & Brand Management	1	1%
29	Journal of Research in Interactive Marketing	1	1%
30	Journal of Strategic Information Systems	1	1%
31	Journal of Strategic Marketing	2	3%
32	Journal of the American Society for Information Science and Technology	2	3%
33	Journal of the Association for Information Science and Technology	2	3%
34	Leisure Sciences	1	1%
35	Library & Information Science Research	1	1%
36	Long Range Planning	1	1%
37	Management Science	1	1%
38	Marketing Theory	1	1%
39	Media, Culture & Society	1	1%
40	New media & Society	2	3%
41	Organization Science	1	1%

42	Psychology&Marketing	4	5%
43	Revue Française de Sociologie	1	1%
44	Social Network Analysis and Mining	1	1%
45	Strategic Change	1	1%
46	Strategic Organization	1	1%
47	The Information Society	2	3%
48	The Sociological Quarterly	1	1%
49	The Qualitative Report	1	1%
50	Tourism Management	1	1%
51	Other Conference Proceedings (Association for Computer Machinery)	6	8%
52	Book chapters	2	3%
	Total	79	100%

Appendix E: Classification of review papers by mode of the analysis

Mode of analysis	Sources	Total	%
Text-based	(Keeling et al., 2015)(Sibai et al., 2014)(Fuller et al., 2011)(Chalmers Thomas et al., 2012) (de Valck, 2012)(Schau et al., 2009)(Sibai, De Valck, et al., 2015)(Husemann et al., 2015)(Pai & Tsai, 2016)(Mathwick et al., 2008)(Golf-Papez & Veer, 2017)(Bou-Franch & Garcés-Conejos Blitvich, 2014)(Arazy et al., 2013)(Burnett & Bonnici, 2003)(Cruz et al., 2018)(Wiertz, 2010)(Bullard & Howison, 2015)(Kolbjørnsrud, 2017)(Luedicke et al., 2017)(Matzat, 2009a)(Castle et al., 2014)(Polukhina & Strelnikova, 2015)(Cooper & Harrison, 2001)(Kane et al., 2014)(Mayer & Mayer, 2015)(K. Xie et al., 2013)(Hassan & Ariño, 2016)(Lee, 2005)(Matzat & Rooks, 2014)(Adjei et al., 2016)(Forte et al., 2009)(Campbell et al., 2009)(Colliander & Wien, 2013)(Graham, 2007)(Wu et al., 2013)(Coulson & Shaw, 2013)(Matzat, 2009b)(Butler et al., 2008)(Arazy et al., 2011)(Yen et al., 2011)(Faraj et al., 2011)(Viégas et al., 2004)(Bryant et al., 2005)(Kittur et al., 2007)(Kriplean et al., 2007)(De Almeida et al., 2014)(Kittur & Kraut, 2010)(Närvänen et al., 2018)(Boon et al., 2015)(Dinhopl et al., 2015)(Herring et al., 2002)(Ferguson & Taminiau, 2014), (Essamri et al., 2019), (Tony et al., 2019), (Dolan et al., 2019), (Renard & Davis, 2019), (Dineva et al., 2019), (Lerner & Lomi, 2019), (Olaniran, 2010), (An et al., 2020)	60	76%
Multi-forms of data (including both text and visual elements)	(Gebauer et al., 2013)(Tiidenberg, 2016) (Agrawal & Ramachandran, 2017); (Seraj, 2012)(Torres, 2017)(Halabi et al., 2017)(Närvänen et al., 2013) (Hakala et al., 2017)(Dineva et al., 2017)	9	11%
Not stated (N/A)	(Husemann & Luedicke, 2013)(Hauser et al., 2017)(Park & Feinberg, 2010)(Jiang & Wagner, 2015)(Humphreys, 2015) (Rosenbaum & Shachaf, 2010), (Shi et al., 2019), (Weitzl & Hutzinger, 2019), (Cooper et al., 2019), (Rinallo & Pitardi, 2019),	10	13%

Appendix F: The concept of conflicts in online consumption communities based on research discipline

Research discipline	General theories and concepts	Conceptualization of conflicts
Marketing	- Negotiation and space (Henderson,2011) - Sociological conflict theories/Theory of Social conflict - Social category labels (process of labelling) - Decision process and making - Actor-network theory (Law 1992, 381) - Reference group - Social practice theory - Governance theory (Heide, 1994) - Social capital theory (Adler & Kwon, 2002) - Participation practice theory - Routine activity theory (RAT) by Cohen and Felson (1979) - Conformity theory (Asch,1953) - Social influence theory (Kelman,1974) - Social comparison theory - Theory of organizational citizenship behavior - Knowledge management theory - Interorganisational network theory - Identity and Identification theory - Control theory - Social practices theory	- Consumption-mediated social conflict (Husemann & Luedicke, 2013) - emancipatory, ideology-advocating, and authenticity-protecting conflicts - Performative and Authentic conflict (Sibai et al., 2014); - Routinized versus Transgressive conflict (Husemann, Ladstaetter & Luedicke, 2014). - Conflict happens during democratic decision-making (Fuller et al., 2011) - Conflict related to heterogeneous consumption (Chalmers Thomas et al., 2012) - Conflict culture (e.g. In-group vs out-group boundaries conflict) (de Valck, 2012) - Conflict related to 1)the perceived unfairness (lack of transparency) 2) low procedural justice (the lack of communication of the reasons for the decision of the jury) 3)interactional justice (missing of expected respect, politeness, and honesty). (Gebauer et al., 2013) - Conflict is conceptualized as the collateral damage (the accidental negative outcomes that occur when customers communicate with each other via social networking sites) that customer-to-customer communications) (Adjei et al., 2016) - Conflict related to dysfunctional communication and NWOM (Adjei et al., 2016) - Conflict related to knowledge creation (Seraj, 2012) - Conflict related to participation and role (Yen et al., 2011) - Conflict related to trolling behaviours (Golf-Papez & Veer, 2017) - Conflict related to social identification, diversity of group and relationships (De Almeida et al., 2014; Dessart et al., 2015) - Conflict related to food practices and differences in consumption style (Närvänen et al., 2013) - Conflict emerges from consumers' complaints (Weitzl & Hutzinger, 2019) - Conflict relates to consumer-brand interaction, and negative engagement (Cooper et al., 2019)
Information systems and communication studies	- Structuration theory (Giddens,1979) - Social Norm and reciprocity behaviour - Information quality (Arazy et al., 2011) - Reference group - Anti-social behavior - Justice theory - Consumer defending behavior - Theory of relational signaling	- Conflict emerges from online trolling (Cruz et al., 2018; Herring et al., 2002) - Conflict in information-sharing behavior (Pai & Tsai, 2016) - Public conflict and firestorms in organization/firm social media spheres (Hauser et al., 2017) - Conflict in producing community (e.g. Task conflict, Affective conflict, and Process conflict) (Arazy et al., 2013) - Conflict related to perceived distributive and procedural injustice (Jiang & Wagner, 2015) - Conflict related to a lack of trust (Matzat, 2009b) and active engagement (Matzat & Rooks, 2014)

	(Lindenberg,1997; Matzat, 2009) - Theory of commons-based governance - Anthropological tribe theories - Activity theory and Legitimate peripheral participation (LPP) - Theory of conflict in online community - Actor Network theory (ANT) - Customer value theory - The concept of revenge and reparation - Balance theory - Group diversity (Horwitz and Horwitz 2007) - Identification theory	- conflict depends not only the number of contributors involved, but also on the dependencies incurred by their contributions and density of the information space (Kittur & Kraut, 2010) - Conflict related to task and role of people (Arazy et al., 2011) - Conflict related to dysfunctional communication; social interaction and identity shape shifting (Campbell et al., 2009) - Conflict related to relational and group interest (Matzat, 2009b) - Conflict evolved around issues of control, governance structure, and ownership of content (Halabi et al., 2017) - Functional conflict (Shi et al., 2019) - Interpersonal conflict (An et al., 2020)
Business Management & organization	- Theory of social conflict - Governance Theory - Agency theory - The concept of Open strategy-as-practice - Game theory - Information sharing theory - Social interdependence theory and the concept of co-creation - Theory of practice-based view (Brown and Duguid, 2001; Contu, 2014	- Conflict related to agency (Kolbjørnsrud, 2017) - Social conflict related to 1) Information asymmetry 2) Information overload and 3) Power asymmetry (Luedicke et al., 2017) - Conflict related to knowledge change and knowledge retention in open online coproduction communities (Kane et al., 2014) - Conflict related to information sharing and using - Conflict related to knowledge collaboration: (1) difference in passion, (2) time consuming, (3) socially ambiguous identities, (4) social disembodiment of ideas, and (5) temporary convergence (Faraj et al., 2011) - Conflict related to knowledge claims among participants (Ferguson & Taminiau, 2014)
Media, cultural, linguistic (social sciences and humanities)	- Theory of conflict & impoliteness (Dobs and Garces-Conejos Blitvich, 2013) - Sociology of online interaction theory - Network theory (Harrison White, 1992) - Agent-based approach - Theory of conflict - Theory of governmentality (Foucault,1994;1978) - Theory of politeness - The concept of trust responsiveness	- Massive polylogal conflict: conflict related to participant responses to impoliteness; Moral conflicts emergent from divergent ideological positionings and related to notions of (in)justice (Bou-Franch & Garcés-Conejos Blitvich, 2014) - Conflict related to online interaction (e.g. Lack of trust, Free-riding, lack of group loyalty) (Matzat, 2009a) - Social conflict related to the internal social structure of the community (participation and different interest among members) (Cooper & Harrison, 2001) - Conflict is understood as online flaming, hateful comments, and hostility in an online forum (Lee, 2005) - Conflict related to control and power negotiations among group members (Humpreys, 2008) - Conflict related to dysfunctional communication, (im)politeness and identity of the members (Graham, 2007) - Conflict related to how selfies and images are used in the online community (Tiidenberg, 2016)

Appendix G1: Classification of online consumption communities based on online supporting platforms (technological design dimension)

Online supporting platform	Total	%	Source
Community within social networking sites (e.g., Facebook, Tumblr, YouTube, Instagram, Weibo)	22	28%	Tiidenberg (2016), Halabi, Zimmermann, & Courant (2017), (Bou-Franch & Garcés-Conejos Blitvich, 2014), (Hassan & Ariño, 2016), (Dineva et al., 2017), (Golf-Papez & Veer, 2017), (Hauser et al., 2017), (Agrawal & Ramachandran, 2017), Närvänen et al (2018), (Hakala et al., 2017), (Torres, 2017), (Adjei et al., 2016), (Colliander & Wien, 2013), (Cruz et al., 2018), (T. Cooper et al., 2019), (Weitzl & Hutzinger, 2019), (Shi et al., 2019), (Dolan et al., 2019), (Essamri et al., 2019), (Tony et al., 2019), (Dineva et al., 2019), (Rinallo & Pitardi, 2019)
Discussion communities (blogs, forums, and other relational communities)	28	35%	(Keeling et al., 2015), (Dinhopl et al., 2015), (Sibai et al., 2014), (Chalmers Thomas et al., 2012), (de Valck, 2012), (Schau et al., 2009), (Rosenbaum & Shachaf, 2010), (Herring et al., 2002), (Ferguson & Taminiau, 2014), (Pai & Tsai, 2016), (Wiertz, 2010), (Bullard & Howison, 2015), (Polukhina & Strelnikova, 2015), (J. Cooper & Harrison, 2001b), (Mayer & Mayer, 2015), (Gebauer et al., 2013), (Lee, 2005), (Matzat & Rooks, 2014), (Humphreys, 2015), (Campbell et al., 2009), (Graham, 2007), (Seraj, 2012), (Coulson & Shaw, 2013), (Yen et al., 2011), (Faraj et al., 2011), (De Almeida et al., 2014), (Närvänen et al., 2013), (An et al., 2020)
Task- and goal-oriented communities (Wikipedia, online transactions, design and learning communities)	25	32%	(Fuller et al., 2011), (Husemann et al., 2015), (Arazy et al., 2013), (Burnett & Bonnici, 2003), (Mathwick et al., 2008), (Jiang & Wagner, 2015), (Kolbjørnsrud, 2017), (Luedicke et al., 2017), (Matzat, 2009a), (Castle et al., 2014), (Kane et al., 2014), (K. Xie et al., 2013), (Forte et al., 2009), (Wu et al., 2013), (Matzat, 2009b), (Butler et al., 2008), (Arazy et al., 2011), (Viégas et al., 2004), (Bryant et al., 2005), (Kittur et al., 2007), (Kriplean et al., 2007), (Kittur & Kraut, 2010), (Boon et al., 2015), (Lerner & Lomi, 2019), (Olaniran, 2010)
Not stated (N/A)	4	5%	(Husemann & Luedicke, 2013), (Sibai, De Valck, et al., 2015), (Park & Feinberg, 2010), (Renard & Davis, 2019)

Appendix G2: Classification of online consumption communities based on organizer's characteristics

Type of online consumption community	Total	%	Source
Consumer: Hosted, organized, and administered by consumers or member-organized	32	41%	(Sibai et al., 2014), (Fuller et al., 2011), (Husemann et al., 2015), (Mathwick et al., 2008), (Agrawal & Ramachandran, 2017), (Arazy et al., 2013), (Burnett & Bonnici, 2003), (Wiertz, 2010), (Bullard & Howison, 2015), (Jiang & Wagner, 2015), (Luedicke et al., 2017), (Polukhina & Strelnikova, 2015), (J. Cooper & Harrison, 2001b), (Kane et al., 2014), (Forte et al., 2009), (Graham, 2007), (Wu et al., 2013), (Seraj, 2012), (Coulson & Shaw, 2013), (Matzat, 2009b), (Butler et al., 2008), (Arazy et al., 2011), (Viégas et al., 2004), (Bryant et al., 2005), (Kittur et al., 2007), (Kriplean et al., 2007), (De Almeida et al., 2014), (Tiidenberg, 2016), (Torres, 2017), (Halabi et al., 2017), (Närvänen et al., 2013), (An et al., 2020)
Business/brand: Hosted, organized, and administered by company or brand	18	23%	(Schau et al., 2009), (Dineva et al., 2017), (Hauser et al., 2017), (Hakala et al., 2017), (Castle et al., 2014), (Gebauer et al., 2013), (Hassan & Ariño, 2016), (Adjei et al., 2016), (Humphreys, 2015), (De Almeida et al., 2014), (Essamri et al., 2019), (Tony et al., 2019), (Dolan et al., 2019), (Shi et al., 2019), (Weitzl & Hutzinger, 2019), (T. Cooper et al., 2019), (Dineva et al., 2019), (Rinallo & Pitardi, 2019)
Third party: Hosted, organized, and administered by a third party (sponsored)	16	20%	(Dinhopl et al., 2015), (Chalmers Thomas et al., 2012), (de Valck, 2012), (Rosenbaum & Shachaf, 2010), (Herring et al., 2002), (Ferguson & Taminiau, 2014), (Pai & Tsai, 2016), (Bou-Franch & Garcés-Conejos Blitvich, 2014), (Kolbjørnsrud, 2017), (K. Xie et al., 2013), (Lee, 2005), (Matzat & Rooks, 2014), (Matzat, 2009b), (Yen et al., 2011), (Boon et al., 2015), (Lerner & Lomi, 2019)
Not stated (N/A)	13	16%	(Keeling et al., 2015), (Husemann & Luedicke, 2013), (Sibai, De Valck, et al., 2015), (Golf-Papez & Veer, 2017), (Cruz et al., 2018), (Park & Feinberg, 2010), (Matzat, 2009a), (Mayer & Mayer, 2015), (Campbell et al., 2009), (Colliander & Wien, 2013), (Faraj et al., 2011), (Renard & Davis, 2019), (Olaniran, 2010)

Appendix G3: Classification of online consumption communities based on governance structures

Governance structure	Total	%	Source
Market	2	3%	(Matzat, 2009b), (Matzat, 2009a)
Hierarchy	8	10%	(Hauser et al., 2017), (Bullard & Howison, 2015), (Dineva et al., 2017), (Dolan et al., 2019), (Shi et al., 2019), (Weitzl & Hutzinger, 2019), (T. Cooper et al., 2019), (Dineva et al., 2019)
Clan	34	43%	(Colliander & Wien, 2013), (Bou-Franch & Garcés-Conejos Blitvich, 2014), (Tiidenberg, 2016), (Torres, 2017), (Närvänen et al., 2013), (Seraj, 2012), (Gebauer et al., 2013), (Rosenbaum & Shachaf, 2010), (Husemann et al., 2015), (Luedicke et al., 2017), (Mathwick et al., 2008), (Fuller et al., 2011), (Sibai et al., 2014), (Yen et al., 2011), (Coulson & Shaw, 2013), (Pai & Tsai, 2016), (Chalmers Thomas et al., 2012), (de Valck, 2012), (Burnett & Bonnici, 2003), (Mayer & Mayer, 2015), (Keeling et al., 2015), (De Almeida et al., 2014), (Graham, 2007), (Campbell et al., 2009), (Matzat & Rooks, 2014), (Herring et al., 2002), (Lee, 2005), (Närvänen et al., 2018), (Castle et al., 2014), (Essamri et al., 2019), (Tony et al., 2019), (Renard & Davis, 2019), (Lerner & Lomi, 2019), (Olaniran, 2010)
Hybrid 1) Gift governance (market + clan)	3	4%	(Kolbjørnsrud, 2017), (Polukhina & Strelnikova, 2015), (Boon et al., 2015)
2) Reputation governance (hierarchy + clan)	23	29%	(Hassan & Ariño, 2016), (Forte et al., 2009), (Dinhopl et al., 2015), (Arazy et al., 2013), (Arazy et al., 2011), (Kane et al., 2014), (J. Cooper & Harrison, 2001b), (Jiang & Wagner, 2015), (Butler et al., 2008), (Kittur et al., 2007), (Viégas et al., 2004), (Wu et al., 2013), (Humphreys, 2015), (K. Xie et al., 2013), (Kriplean et al., 2007), (Kittur & Kraut, 2010), (Bryant et al., 2005), (Wiertz, 2010), (Schau et al., 2009), (Adjei et al., 2016), (Ferguson & Taminiau, 2014), (Halabi et al., 2017), (Hakala et al., 2017)
Not stated (N/A)	9	11%	(Golf-Papez & Veer, 2017), (Agrawal & Ramachandran, 2017), (Faraj et al., 2011), (Husemann & Luedicke, 2013), (Sibai, De Valck, et al., 2015), (Cruz et al., 2018), (Park & Feinberg, 2010), (Rinallo & Pitardi, 2019), (An et al., 2020)

Table 1: Established keywords and search strings with Boolean search strategy

Keyword theme No.1 (Types of conflict)	"brand-mediated moral conflict" OR conflict OR "interpersonal conflict" OR "public conflict" OR "consumer conflict" OR "social conflict" OR "online conflicts" OR "conflict culture" OR "heterogeneity in consumer collectives" OR "consumer aggression" OR "consumer revenge" OR "brand tribalism" OR "oppositional brand loyalty" OR "conflict culture" OR trolling OR e-dispute OR "online community conflict" OR "consumer schadenfreude"
Keyword theme No.2 (Managing conflict)	"conflict resolution" OR "conflict resolution strategies" OR "moderation practices" OR "conflict management" OR "conflict management strategies" OR "online dispute resolution" OR ODR OR "corporate governance" OR "community governance"
Keyword theme No.3 (Context)	"online brand community" OR "virtual community" OR "online community" OR "consumer communities" OR "social networking sites" OR SNSs OR "brand fan pages" OR "brand fans" OR "consumption communities" OR "communal consumption" OR "consumer collective"

Table 2: A summary of a final result of 79 articles based on a selection process of relevant articles

Database	Types of search string	Document type	Result	Final sample	Percentage
EBSCO	Full Advance search option	article	11	6	8%
Scopus	Full Advance search option	article	1018	22	28%
ProQuest	Full Advance search option	article	234	4	5%
Web of Science	Full Basic search option	article	20	0	0%
JSTOR	Modified Advance search option	article	13	1	1%
Science direct	Modified Advance search option	article	269	7	9%
Cross referencing	Backward search of Reference lists; Google search and selected databases	article	-	27	34%
		conference proceedings and book chapters	-	12	15%
TOTAL			1565	79	100%

Table 3: Geographies of governance structures

Governance structures	Countries
Market (e.g. forum or community within the online marketplace such as Ebay.com, Etsy.com, Webstore.com, Amazon.com)	- N/A (Matzat, 2009a) - Netherland (Matzat, 2009b)
Hierarchy (e.g. Firm-hosted communities within the Social media sites such as Facebook brand fan page of Black Milk Clothing; Brand community within the Sina Microblog (ww.weibo.com); Online forum in elitistjerks.com)	- N/A (Bullard & Howison, 2015; Tony, Constantino, & Dobele, 2019); (Castle, Combe, & Khusainova, 2014); (Tony et al., 2019) - UK (Dineva, Breitsohl, & Garrod, 2017; Dineva, Xiaoming, & Jan, 2019); (Essamri, McKechnie, & Winklhofer, 2019) - Austria (Hauser, Hautz, Hutter, & Füller, 2017); (Dolan, Seo, & Kemper, 2019) - China (Shi, Cao, Chen, & Chow, 2019) - Syria (Halabi, Zimmermann, & Courant, 2017) - Cross-countries (USA & Germany) (Weitzl & Hutzinger, 2019)
Clan (e.g. Consumer/self-organized online community such as airliners.net; careopinion.org.uk; patientslikeme.com; happycow.net; Non-brand community within the social media sites such as Earth Friendly Food Choices and Power to the Veg! Facebook pages; Not Safe For Work (NSFW) communities on tumblr.com)	- N/A (Burnett & Bonnici, 2003; Coulson & Shaw, 2013; Graham, 2007; Mathwick, Wiertz, & de Ruyter, 2008; Renard & Davis, 2019; Rosenbaum & Shachaf, 2010; Seraj, 2012; Tony et al., 2019); (Sibai, Valck, Farrell, & Rudd, 2014); (Tiidenberg, 2016); (Torres, 2017) - Germany (Fuller & Jawecki, 2011; Husemann, Ladstaetter, & Luedicke, 2015; Luedicke, Husemann, Furnari, & Ladstaetter, 2017) - UK (Keeling, Laing, & Newholm, 2015) - Brazil (De Almeida, Dholakia, Hernandez, & Mazzon, 2014) - Finland (Närvänen, Kartastenpää, & Kuusela, 2013; Närvänen, Koivisto, & Kuusela, 2018) - Spain (Bou-Franch & Garcés-Conejos Blitvich, 2014) - Austria (Gebauer, Füller, & Pezzei, 2013) - Netherlands (de Valck, 2012) - USA (Chalmers Thomas, Price, & Schau, 2013; Herring, Job-Sluder, Scheckler, & Barab, 2002; Matzat & Rooks, 2014); (Olaniran, 2010); (An, Meng, & Mendiola-smith, 2020) - Cross-countries (USA & multinational (Lee, 2005) - Taiwan (Pai & Tsai, 2016; Yen, Hsu, & Huang, 2011) - India (Agrawal & Ramachandran, 2017) - France & UK (Mayer & Mayer, 2015) - Cross-countries (Scandinavia & international) (Colliander & Wien, 2013)

Gift (e.g. forums within the gift-exchanging platform such as freecycle.org; redditgifts.com; couchsurfing.com; Gift exchanging in online conversation groups such as WeChat.com)	- Russia (Polukhina & Strelnikova, 2015) - USA (Boon, Pitt, & Salehi-Sangari, 2015) - Cross-countries (USA, Singapore, India, Sweden) (Kolbjørnsrud, 2017)
N/A (literature review; conceptualization; or Not explicated stated)	- (Golf-Papez & Veer, 2017; Husemann & Marius, 2013; Sibai, De Valck, Farrell, & Rudd, 2015); (Faraj, Jarvenpaa, & Majchrzak, 2011); (Park & Feinberg, 2010)
Reputation (e.g. Open Source Software (OSS) community such as opensource.org; Collaborative online community such as wikipedia.org; veggieboards.com)	- N/A (Arazy, Nov, Patterson, & Yeo, 2011; Arazy, Yeo, & Nov, 2013; Bryant, Forte, & Bruckman, 2005; Butler, Joyce, & Pike, 2008; Dinhopl, Gretzel, & Whelan, 2015; Forte, Larco, & Bruckman, 2009; Hakala, Niemi, & Kohtamäki, 2017; Hassan & Ariño, 2016; Humphreys, 2008; Jiang & Wagner, 2015; Kane, Johnson, & Majchrzak, 2014; Kittur & Kraut, 2010; Kittur, Suh, Pendleton, & Chi, 2007; Kriplean, McDonald, & Golder, 2007; Schau, Muñiz, & Arnould, 2009; Viégas, Wattenberg, & Dave, 2004; Wiertz, 2010); (Lerner & Lomi, 2019) - USA (Adjei, Nowlin, & Ang, 2016; Cooper & Harrison, 2001; Xie, Miller, & Allison, 2013) - China (Wu, Vassileva, Zhu, Fang, & Tan, 2013) - Australia (Campbell, Fletcher, & Greenhill, 2009) - Italy (Rinallo & Pitardi, 2019) - Cross-countries (USA, African) (Ferguson & Taminiau, 2014)

Table 4: A matrix of conflict resolution strategies based on Governance structures and Social control mechanisms

	Social Control Mechanisms			
	Direct		**Indirect**	
	Social construction mechanism	**System Design aspects**	**Social practices**	**Social norms**
Market	Formal rules (Matzat, 2009b, 2009a)	Reputation score and system (Matzat, 2009a, 2009b)	n/a	n/a
Hierarchy	- The formal rules (Bullard & Howison, 2015); House Rules (Dineva et al., 2017) - Moderator intervention, and sanctions (Bullard & Howison, 2015; Dineva et al., 2017) - The commandments /written rules on FB about style and purpose of community and communication (Tony et al., 2019)	- Discussion board activity (Bullard & Howison, 2015) - Number of moderators (Hauser et al., 2017)	- An open-censorship strategy (Bullard & Howison, 2015) - Proactive versus Reactive strategy/ Cooperative (positive) approaches (Dineva et al., 2019) - 5 corporate management strategies (non-engaging, censoring, bolstering, informing, pacifying) (Dineva et al., 2017) - Cooperative conflict management style (Hauser et al., 2017)	- Develop customer commitment (active interacting with followers and in organizing activities) (Shi et al., 2019)
Clan	- The role of conflict moderator (Husemann et al., 2015) - Develop a community foundation (ODR foundation), and leadership role (board directors) (Fuller et al., 2011) - Using of moderators (identifying characteristics of moderators e.g. Trust, confidentiality, fairness, courtesy, and kindness), establishing clear rules of engagement and enforcing them to cope with conflict (Coulson & Shaw, 2013) - Role of community manager in facilitating negotiation process (Keeling et al., 2015) - Articulating community rules and policies clearly and often and also	- Using the list, and the operating system (Husemann et al., 2015) - Developing systems to reduce salience of social identification between members. For example, preventing member use of photographs to identify themselves (De Almeida et al., 2014) -Use of filters to block the harasser's messages (killfile) (Herring et al., 2002)	- A model of response options to impoliteness (Bou-Franch & Garcés-Conejos Blitvich, 2014) - Open negotiation: negotiate the rules, norms, and values of the community together (Närvänen et al., 2013) - open dialog (Gebauer et al., 2013) - 7 social roles of members and 3 main strategies ignoring/ banning/ warning (Seraj, 2012) - Using of 1.mutual engagement 2. Joint enterprise 3. Shared repertoire (Rosenbaum & Shachaf, 2010) - 3 Radically Open Practices and 3 Counterbalancing Practices (Luedicke et al., 2017)	- Cultural value (self-governed culture) (Seraj, 2012) - co-negotiated and co-moderated with a fairness, transparency, and sense of community (Gebauer et al., 2013) - Creating 1) a culture of voluntarism 2) trust 3) reciprocity (Mathwick et al., 2008) - The cooperative norms (Yen et al., 2011)

	enforcing them every single time (De Almeida et al., 2014) - Setting up site policies, guideline for appropriate participation, and penalties for violating rules (Herring et al., 2002) - Framing: establishing a shared purpose; aligning interests (of supplier and consumers) (Närvänen et al., 2018) - Characteristic and number of staff in determine what to post and when to post it, as well as an appropriate number of suitably skilled and qualified staff (Tony et al., 2019)		- Tolerating, ignoring, admonishing, rebuking, and banning (Fuller et al., 2011) - Nurturing and jurisdiction role of moderators (Coulson & Shaw, 2013) - 3 frame alignment practices = language, structural, role (Chalmers Thomas et al., 2012) - Negotiation process (Keeling et al., 2015) -Positive versus Negative forms of control (Matzat & Rooks, 2014) - 3 styles of conflict managements: 1)Competitive-Dominating strategies 2)Avoiding strategies (withdrawal) 3)Cooperative- Integrative strategies (Lee, 2005) -Activating, Mobilizing, and Synthesizing practices (Närvänen et al., 2018) -Using of a cooperative (e.g. access to others' resources) and competitive (e.g. rewards) design leads to behavioral change (Renard & Davis, 2019)	
Gift	-Formal rules (e.g. Membership restrictions towards admission to the community; Regulating rights to community resources; Property rights) (Kolbjørnsrud, 2017) -Community rules; moderators' execution of formal rules through blacklist (Polukhina & Strelnikova, 2015)	-Design system to distribute rewards and incentives; Using of SysBorg 2.0 portal (Kolbjørnsrud, 2017) -System of reputation by rating and reviews, number of friends, and duration of membership (Polukhina & Strelnikova, 2015) -Using of technological infrastructure to allow member form smaller group; Rewarding system; Allows member-to-member	-The members' handbook and the revenue-sharing model: Clear LOHAS values and rules in the LOHAS Pledge (Kolbjørnsrud, 2017)	-Value of openness and transparency (Kolbjørnsrud, 2017) -Subjective logic of exchange (e.g. the first come, first serve logic; based on individual and situation) (Polukhina & Strelnikova, 2015) -Behavioral guidelines; Norm of reciprocity (with indirect reciprocity) (Boon et al., 2015)

	-Establishing and enforcing rules and regulations within online communities to prevent malpractice; list of Dos and Don'ts for vendors (Boon et al., 2015)	interaction; Encouraging rich and open dialog of conversation (Boon et al., 2015)		
Reputation	-Interpretation and enforcement is done through "Admins" (Forte et al., 2009) -Assigned of specific roles and the use of power that these members have to resolve conflict (Senior member and operator status) (Cooper & Harrison, 2001) -7 Rules, Policies, and mechanism within the Wikipedia official pages (Butler et al., 2008) -Community rules, and setting up roles (customer service intervention) (Humphreys, 2015) -Setting up rules (K. Xie et al., 2013) -House rules and guidelines (Bryant et al., 2005)	-Using of Channel bots in order to monitor and protect people/ knowledgeable member from hacking their server (Cooper & Harrison, 2001) -Developing model of The conflict revision Count to help predicting conflict from content; and using of Revert Graph to visualize conflict between users (Kittur et al., 2007) -The 3 designed mechanisms; 1)The watchlists 2) The talk pages and other non-content, and 3)The group consensus (Viégas et al., 2004) -Designing System to create awareness of task conflict (Wu et al., 2013) -Design technology function that might help mitigate conflict which are 1) Awareness tools and 2) Reputation system (Kittur & Kraut, 2010; Kriplean et al., 2007) -Watch list help catch vandalism quickly; create Discussion pages/talk pages allows consensus building (Bryant et al., 2005)	-Open engagement and empower consumer to fulfill the defender role first (consumer as a frontline defense) (Hakala et al., 2017; Hassan & Ariño, 2016) -4 label strategies (Construction, Reconstruction, Conversion, Invalidation) (Dinhopl et al., 2015) -2 types of negotiation strategies (Integrative vs Distributive), and 3 patterns of generative responses (Kane et al., 2014) -3 levels of control (publisher, community manager & customer service, players, and EULAs) (Humphreys, 2015) -Cultural of niceness (complimenting, generalizing, and agreeing), and The normalization strategies which are 1) Practice of Netiquette; 2) Direct Apology; 3) Clarification; 4) Refocusing on learning; 5) Etiquettes of silence (K. Xie et al., 2013) -Communication and concentration practices (Kittur & Kraut, 2010) -12 practices are welcoming, empathizing, evangelizing, justifying, milestoning, badging, documenting, grooming, commoditizing, customizing, governing, stalking (Schau et al., 2009)	-Value of justice in outcome and procedure (Jiang & Wagner, 2015) -Perceived fairness & Firm responsiveness (Adjei et al., 2016) -Balancing composition between 2 types of member in peer-to-peer community (wiki) which are content-oriented and community-oriented (Arazy et al., 2011, 2013) -Fostering diversity between community members in order to facilitate decision-making & knowledge building (Ferguson & Taminiau, 2014) -Using public shamming, community norms, social etiquette (Humphreys, 2015) -Strong value of consensus and negotiation (Bryant et al., 2005) -The enforcement is done by consensus (with no local authority) (Forte et al., 2009) -Using Normative & meritocratic governance mechanisms (Wiertz, 2010)

Table 5: Summary of future research avenues and critical research questions

Gaps in conceptualization and nature of online conflicts

1. How does online conflict emerge, evolve, and transform from one type of conflict into another type?
2. What does Prosumption conflict look like? Does it have the same characteristics as other online conflict? What organizational characteristics (firm-managed versus customer-managed virtual community), community goals (transaction-oriented, social-oriented, information-oriented), and governance structures (market, clan, hierarchy, hybrid) do online platforms on which Prosumption conflict occurs have?
3. Does a Prosumption conflict require the same control mechanisms and conflict resolution strategies as any other type of conflict to effectively resolve the conflict?
4. How could a concept of Prosumption conflict be more effectively integrated into a theory of social conflict and consumption community?
5. How is Prosumption conceptualized and empirically examined?
6. How might online conflicts and consumption community enhance future scholarly inquiry, especially in the marketing discipline?
7. Are there any other type of conflicts that occur at various stages of the customer journey?
8. Prior works confirm the advantages of healthy conflict to facilitate the level of participation of community members and create a "we-feeling," which engenders high levels of engagement and community long-term sustainability. What are the main characteristics of healthy conflicts, and how can they be nurtured?

Gaps in managing conflicts under different social control and governance structures

1. How should conflicts be regulated and managed within business/brand-organized communities versus consumer-organized communities?
2. How should an autocratic online consumption community govern and resolve its internal conflicts?
3. What type of control mechanism and governance structure should be applied to handle internal conflicts that occur within modern types of consumption communities, such as Facebook groups, which can serve multiple purposes (i.e. channel for selling, distributing information, and social gathering)?
4. What are the best control mechanisms and effective strategies to help the gift governance structure overcome the free-riding issue?
5. How can all three dimensions—technological, cultural, and societal—be incorporated into a community strategic decision matrix to facilitate conflict resolution process?
6. Do the right design structures and technological systems help communities manage and reduce internal conflicts? To what extent? In what situations does the use of technological design systems create or nurture unhealthy conflicts?
7. What is the role of consumer-organized brand community in elevating and minimizing or creating brand backlash? (Cooper, Stavros & Dobele, 2019)
8. What effect do negative sentiments in social media have on other users, such as confusion and threat to the core brand positioning, and the tendency to create value

slippage within the consumer-organized community? (Black & Veloutsou, 2017; Cova & Paranque, 2019)
Gaps in methodological approach
1. Future research that aims to gain a deeper understanding of online consumer behavior within digital society should not limit data collection and analysis to only text-based analysis. What other forms of online data, both representative and non-representative of media, should be included in online consumer data analysis?
Other future research implications
1. What are the differences between online conflicts, online complaining, and negative word of mouth? How can these three concepts be theoretically distinguished?   2. What are the antecedents of online conflicts and what are the positive and negative consequences (e.g., negative word of mouth, product avoidance) for a company in terms of consumers' buying intentions?   3. How can online conflicts be further integrated to enhance future scholarly inquiry, especially within the area of managing consumption communities?   4. How could companies participate and engage in online consumption communities and turn the negative conversations into the positive engagement with the brand.   5. What is the role of self-moderation of online communities in minimizing negative conversations?