

Leveraging social media advertising to foster female consumers' empowerment and engagement: The role of regulatory mode

Septianto, Felix; Mathmann, Frank; **Hollebeek, Linda Desiree**; Higgins, E. Tory Journal of Advertising 2023 / p. 688 - 705

<https://doi.org/10.1080/00913367.2023.2255251> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)