

The article entitled

**EFFECT OF ADVERTISING EFFECTIVENESS VIA MOBILE
SOCIAL NETWORKS (SNS) ON BRAND EQUITY AND THE
BEHAVIORAL INTENTIONS OF ONLINE CONSUMERS**

has been removed as a consequence of its author (Nesrine MZID) behaviour:

- the author republished the present article in more publication.

<https://www.intechopen.com/chapters/1190696>

- the author submitted other article (THE IMPACT OF AI-POWERED ADVERTISING ON WEBBROOMERS' BRAND EQUITY AND PURCHASE INTENTIONS: A CASE STUDY IN TUNISIA), concomitantly, to more publications.

<https://journal.uitm.edu.my/ojs/index.php/JIBE/article/view/6000>

The article will stay offline until the institutions which Professor Nesrine MZID represent will present a point of view.