

# Erratum: Influence of short-form video advertising on purchase intention in social commerce: the power of word-of-mouth and flow experience

It has come to the attention of the publisher that in the article, Ghenie, D., Avornicului, M., Sitar-Taut, D. (2025), "Influence of short-form video advertising on purchase intention in social commerce: the power of word-of-mouth and flow experience", *Online Information Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/OIR-06-2025-0454>, an error was made in the data availability statement in the final published PDF. The current data availability statement reads as:

## Data availability

In the interest of transparency, data sharing and reproducibility, the authors of this article have made the data underlying their research openly available. It can be accessed by following the link here: [https://osf.io/7fchb/?view\\_only5029cafb3265f44b4be5e7029e7d73425](https://osf.io/7fchb/?view_only5029cafb3265f44b4be5e7029e7d73425).

This data availability statement is not related to the article and was added in error during the article publication process, for which the publisher apologises.

