

# Erratum notice: Examining the role of parasocial interactions in generating the bandwagon effect: a parallel mediation and multigroup analysis

It has come to the attention of the publisher that article Nadroo, Z.M., Jayawardena, N.S., Naqshbandi, M.A., and Thaichon, P. (2025), "Examining the role of parasocial interactions in generating the bandwagon effect: a parallel mediation and multigroup analysis", *Spanish Journal of Marketing - ESIC*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/SJME-08-2024-0233>, incorrectly listed author Zeeshan Majeed Nadroo's affiliation. This has now been amended from IILM University, Gurugram, India to School of Management, IILM University, Gurugram, India.

This error was introduced during the article publication process, for which the publisher apologises.

