



# Retraction notice to: Culture and religion creolisation impact on digital advertisement of Muslim users of Instagram

**Authors:**

Majid Mirvaisi<sup>1</sup>   
Azar Kaffashpoor<sup>1</sup> 

**Affiliations:**

<sup>1</sup>Department of Management, Faculty of Economics and Administrative Sciences, Ferdowsi University of Mashhad, Mashhad, Iran

**Corresponding author:**

Azar Kaffashpoor,  
kaffashpoorazar123@gmail.com

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**Reason:** The article, '*Culture and religion creolisation impact on digital advertisement of Muslim users of Instagram*', by Mirvaisi and Kaffashpoor (2023), published online on 17 March 2023, has been retracted by the Editor-in-Chief and the Publisher, due to unreliable findings.

Following post-publication concerns regarding the citations cited in the article, the matter was assessed by the Editor-in-Chief in consultation with the Publisher in accordance with the journal's publication ethics policies.

The editorial assessment identified multiple citations that are not relevant to the article's scholarly argument. Several references cited in the article do not support the claims made in the text, meaning that the sources listed do not accurately represent the evidence underpinning the article's analysis.

Because these issues affect the reliability of the article's arguments and conclusions, the Editor-in-Chief and Publisher no longer have confidence in the reliability of the article. The article has therefore been retracted.

The authors were given the opportunity to register agreement or disagreement with this retraction. A record of any response received has been retained.

The original article will remain available online to preserve the scholarly record, but will be clearly identified as retracted.

## Reference

Mirvaisi, M. & Kaffashpoor, A., 2023, 'Culture and religion creolization impact on digital advertisement of Muslim users of Instagram', *HTS Teologiese Studies/Theological Studies* 79(1), a8054. <https://doi.org/10.4102/hts.v79i1.8054>

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