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university -- How digital channels enhance firm internationalization: An explorative study on space tech startups -- A Multiple-Case Study on the Role of CRM and Big Data in the Automotive Industry -- Antecedents And Effects of Influencer Marketing Strategies: A Systematic Literature Review and Directions for Future Research -- How Technology Helps Farmers to Cater to Consumers – Channel Formats and Consumer Motives -- The influence of digital storytelling using the Hero's Customer Journey communication technique on customer acquisition and retention -- The Development of Online Shopping and Find-ing Information about Products in the Visegrad Four Countries -- How Facebook's brand personality affects brand commitment and preference: The mediating role of self-image congruence -- Exploring Colombian Digital Buyers of Luxury Jewellery: Segment Exploration (FIMIX-PLS) -- Covid-19 pandemic: The least factor affecting the Lebanese E-commerce -- On the capture and use of private conversations on mobile phones for marketing purposes: A case in the tourism sector -- The impact of influencers on consumers' purchasing decisions when shopping online -- Black Friday vs. Green Friday: A comparative sentiment analysis of Spanish social media users' perceptions -- Analyzing the Retail In-store Environment: A Review of Available Technologies -- -- Digital Marketing and E-Commerce A Bibliometric AnalysisThe influence of TikTok videos on German Gen Z consumers' attitude and purchase intention towards sustainable brands -- Louis Vuitton, Cristiano Ronaldo and Lionel Messi. The greatest marketing stunt of the century, or just hype driven vanity-metrics? -- Traditional brands vs. born-digital brands: the case of the fashion industry. .

Sommario/riassunto

The Digital Marketing and eCommerce Conference aims to bring together leading researchers and research scholars to exchange and share their experiences and research results on any aspects of ecommerce and digital marketing. This volume presents the proceedings of the 2023 edition in a collection of contributions with many original approaches. They address diverse areas of application such as online brand communities, channel design, online retailing, cryptocurrencies, user-generated content, TikTok, among others. A wide variety of theoretical and methodological approaches have been used.
