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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.