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Sommario/riassunto	The Digital Marketing and eCommerce Conference brings together leading researchers and scholars to exchange and share their experiences and findings on all aspects of ecommerce and digital marketing. This volume presents the proceedings of the 2024 edition. Showcasing a range of original theoretical and methodological approaches, they address such diverse areas of application as social media; digital nudging; digital luxury; trends; crowdfunding; virtual reality (VR), augmented reality (AR) and the metaverse; generative artificial intelligence (AI); green ecommerce; environmental, social, and corporate governance (ESG); electronic word-of-mouth (eWOM); gamification; text mining; customer journey; and private label brands. .