



# Introduction: Special Issue on digital marketing and eCommerce

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As Guest Editors for the special issue of Electronic Commerce Research on “Digital Marketing and eCommerce”, we are happy to announce its release. A selection of the best papers presented at the “3rd Digital Marketing and eCommerce conference” (Barcelona, June 29th -30th 2022) were invited to prepare extended, full paper versions to eventually appear, after a successful review process, in this special issue. In total, seventeen high-quality articles made the cut and were accepted for publication.

We believe all these research projects make a substantial contribution to the literature and will set the tone for future avenues of research on digital marketing and ecommerce in the post-pandemic scenario. The articles included in this special issue adopt distinct (but robust) methodologies and cover different theoretical backgrounds and cultural contexts.

This issue contains articles on a diverse selection of topics including recommendation agents, co-creation in smart services interactions, online customer engagement in the luxury fashion industry, ecommerce returns and return credits, online advertisements and consumer sensitivity, key opinion leaders, social media influencer authenticity, customer journey analysis in the B2B sector, mobile payments, livestreaming commerce broadcast, offline and online grocery shopping, omnichannel experience, chatbots, commercialization challenges, neuromarketing, cross-buying at the point of sale, and privacy-preserving digital marketing.

We hope our readers find these articles thought-provoking as they expand our knowledge of digital marketing and ecommerce. Our special issue seeks to highlight both theoretical and practical aspects for the rapidly evolving electronic commerce landscape.

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