

Topical Collection

The Connected Consumer

Message from the Collection Editors

The current changes in the digital ecosystem are transforming the motivation and behavior of what is known as the *connected consumer* and their psychological interplay with brands, marketing communication and e-retailers. Connected consumers use digital technologies, communicate through digital media and make use of artificial intelligence to help in their purchase decisions. In parallel, marketers and managers strive to design digital marketing programs that attract and engage consumers. However, their success depends on having an in-depth knowledge of consumers' new emotional needs, how they build their perception about products and brands, and the new ways they interact within the digital ecosystem. We invite researchers to submit original papers about the transformative dynamics of connected consumers, the inner processes that make consumer experiences especially engaging and enjoyable, the new windows of opportunity for brands to engage consumers, and their impact on purchasing decisions and brand loyalty.

Collection Editors

Prof. Dr. Inma Rodríguez-Ardura

Faculty of Economics and Business, Open University of Catalonia
(Universitat Oberta de Catalunya, UOC), 08018 Barcelona, Spain

Dr. Gisela Ammettler

Faculty of Economics and Business, Open University of Catalonia
(Universitat Oberta de Catalunya, UOC), 08018 Barcelona, Spain



Journal of Theoretical and Applied Electronic Commerce Research

an Open Access Journal
by MDPI

Impact Factor 5.1
CiteScore 9.5



mdpi.com/si/81119

*Journal of Theoretical and
Applied Electronic Commerce
Research*

MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
jtaer@mdpi.com

[mdpi.com/journal/
jtaer](https://mdpi.com/journal/jtaer)





Journal of Theoretical and Applied Electronic Commerce Research

an Open Access Journal
by MDPI

Impact Factor 5.1
CiteScore 9.5



[mdpi.com/journal/
jtaer](https://mdpi.com/journal/jtaer)



About the Journal

Message from the Editor-in-Chief

Editor-in-Chief

Prof. Dr. Ting Chi
Department of Apparel, Merchandising, Design and Textiles,
Washington State University, Pullman, WA 99164, USA

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SSCI (Web of Science), dblp, and other databases.

Journal Rank:

JCR - Q1 (Business) / CiteScore - Q1 (General Business, Management and Accounting)