



Omni-Channel Interactive Marketing for Sustainable Marketing Effectiveness

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Message from the Guest Editors

It is well established that consumers' engagement with brands is a very valuable resource that contributes to firms' sustainable marketing performance. Thus, marketers would always aim to be connected with consumers with various interaction technology. Given the continual evolution and increasing diversity of communication channels and the managerial importance of omni-channel interactive marketing, we would like to explore the topic of consumer behaviors in the context of omni-channel interaction and firms' omni-channel interactive marketing strategies, which may bring innovative insights into brand management and brand innovation.

In this Special Issue, contributions related to, but not limited to, the following topics are welcome:

- The impact of social media interaction on brand performance;
- Live-streaming marketing and consumer engagement;
- The impact of consumer–brand interaction on brand outcomes;
- Social media content marketing and sustainable marketing;
- Branding with emerging interactive technology;
- Effects of online and offline consumer–brand interaction;
- Consumer behaviors in the metaverse.

Deadline for manuscript submissions:

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