



Digital Marketing: Algorithms, Applications and Business Sustainability

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Message from the Guest Editors

Dear Colleagues,

Diverse demographics and customer experiences are changing consumer expectations and consumption trends. Digital marketing uses digital technology to market products over the Internet, social media, or other digital media. Digital marketers today can combine the Internet and big data analytics to collect and analyze data about various customer behaviors.

This Special Issue aims to publish papers developing algorithms for digital marketing, examining applications of personalization services, and analyzing the impact of digital marketing on the sustainability of businesses. Research areas may include (but are not limited to) the following:

- Marketing technology;
- Customer relationship management;
- Intelligent marketing services and applications;
- Social media marketing;
- Personalized service/advertisement;
- Customer experience design/digital experience design;
- Customer data and privacy;
- Digital platform business;
- AI-based data analytics in E-commerce

We look forward to receiving your contributions.





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Message from the Editor-in-Chief

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