



## Services Management and Digital Transformation

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### Message from the Guest Editors

Dear Colleagues,

The service industries, including but by no means limited to tourism and hospitality, are in the midst of a transformation process. The emergence of digital marketing has disrupted the marketing of both tangible and intangible products. Digital marketing facilitates firms in utilising various digital methods to connect with consumers where they spend a considerable time on the internet, in social media and on various mobile applications. This Special Issue covers topics including but not limited to the following:

- Services management and marketing
- Service innovation and service design
- Data science in services management and design
- User experience in service settings
- Automatisations and robots in frontline situations
- Digital advertising
- Digital business ecosystem
- Social media marketing
- Email marketing
- Internet marketing and e-commerce
- B2B/B2C/C2C marketing
- Web design
- Smart cities

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## Message from the Editor-in-Chief

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