



Value Stream Management for Digital Marketing

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Message from the Guest Editors

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Deadline for manuscript
submissions:

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The first two decades of the 21st century were characterized by a continuous transition from offline to online. Both the supply and demand side of the market sought to optimize their efforts to maximize benefits

While at the time of the outbreak of the pandemic, digital space was a suitable alternative for the diversification of the communication portfolio, in the era of social distancing, digital space has become a determinant of market survival, as a significant amount of interaction moved to the virtual environment of the Internet. The scope and the aim of this Special Issue is to provide space for the publication of important research papers based on both theoretical and empirical research, aimed at mapping the changes that occurred in the process of creating a communication mix, respectively, in a complex value stream under the pressure of accelerated transition from offline to online.





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Message from the Editor-in-Chief

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