

Special Issue

Research on the Application of Emerging Technologies in Marketing

Message from the Guest Editor

This Special Issue invites both empirical and conceptual contributions exploring the integration of emerging technologies into marketing theory and practice. Potential topics include (but are not limited to) the following areas:

- AI-powered personalization and recommendation systems;
- AR/VR-enhanced consumer experiences;
- Blockchain-based ticketing, loyalty programs, and customer data management;
- Sentiment analysis in social media marketing;
- IoT-enabled customer engagement and behavioral analytics;
- Digital transformation and brand management in technology-driven markets;
- Ethical and privacy considerations in data-intensive marketing systems;
- Multi-method evaluations of emerging technology effectiveness.

Guest Editor

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About the Journal

Message from the Editor-in-Chief

Welcome to *Administrative Sciences*, the journal aims to advance and communicate knowledge concerning management theory and practice both in public administration and in profit organizations; it encourages submissions that build on interdisciplinary research in related fields, such as business, economics, political science, gender studies, psychology, sociology, physiology, communication theory or artificial intelligence and their implications on management, organizations and the society. Join us on a journey through the *Administrative Sciences*, where management merges with innovation.

Editor-in-Chief

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