

Special Issue

Brand Strategies in Social Media in Hospitality and Tourism

Message from the Guest Editors

The world is changing, so the strategies used by hospitality and tourism enterprises that use social media as one of the platforms to promote services, collect opinions and above all to interact with their actual and potential customers. The new Special Issue of “Brand Strategies in Social Media in Hospitality and Tourism” pretends to collect articles that discuss some perspectives used by the hospitality and tourism enterprises in different countries helping to understand innovative and creative brand strategies. This special issue pretends to gather some new perspectives of this kind of interactions and brand strategies in hospitality and tourism in order to create a new discussion of their importance and understand the new challenges and trends, while contributing to the definition of new research paths, as well as to present new challenges for researchers who deal with these themes.

Guest Editors

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Deadline for manuscript submissions

closed (31 January 2022)



Administrative Sciences

an Open Access Journal
by MDPI

Impact Factor 3.1
CiteScore 5.6



mdpi.com/si/65889

Administrative Sciences
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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.

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