

## Special Issue

# Making Marketing Effortless: Creating Online Brand Communities

### Message from the Guest Editor

The scope of this Special Issue spans theoretical and empirical research across the fields of marketing, management, communication, and information systems. Potential topics include, but are not limited to, the following areas:

- Strategies for fostering engagement and participation in virtual brand ecosystems;
- The role of AI, influencers, and personalization in shaping community experiences;
- Governance, ethics, and transparency in digital community management;
- Consumer co-creation, storytelling, and user-generated content as effortless marketing tools;
- Measuring community success and its impact on brand performance;
- Primary and extended online brand communities;
- The ways in which brand communities create value;
- Managing social networks and online communities;
- The construction of brand culture through online brand communities;
- Excessive marketing fatigue of online brand communities
- The positive contributions of customer engagement in online brand communities;
- The creation of virtual consumer communities;
- The development and validation of scales;
- Theories explaining online brand communities;
- The practices of online brand communities;
- Narratives in word-of-mouth marketing in online communities.

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### Guest Editor

Dr. Armand Faganel  
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### Deadline for manuscript submissions

31 October 2026



## 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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### Editor-in-Chief

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