



Advances in Interactive and Digital Media

Guest Editor:

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Deadline for manuscript
submissions:

closed (31 January 2022)

Message from the Guest Editor

Special Issue "Advances in Interactive and Digital Media" has been OPEN!

This Special Issue seeks contributions that report on recent developments in interactive and digital media from scholars whose research is oriented toward the study of the design of strategies aimed at leveraging the use of interactive platforms. This includes new and well-established interactive technologies and analytical perspectives to increase knowledge about the effects and consequences of interactive and social media, as well as discussion of new opportunities in the business, learning, and social domains. Topics of interest include but are not limited to:

- Voice assistants;
- Applying big data to social media;
- Psychological effects of interactive and digital media technologies;
- Advances for travel, hospitality, and tourism;
- Experiential marketing with interactive and digital media;
- Social customer relationship management;
- Interactive and digital learning media;
- Virtual reality;
- Cross cultural studies;
- Avatars;
- Uses for the achievement of the Sustainable Development Goals (SDG).





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Message from the Editor-in-Chief

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