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## Customer Relationship Management in the Digital Era

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Deadline for manuscript  
submissions:

**closed (15 January 2022)**

### Message from the Guest Editors

This special issue intends to discuss the development of customer relation management approaches, strategies, and tools in the digital area. Conceptual and theoretical development, literature review (e.g., systematic, bibliometric, and synthesis), and empirical studies are welcomed, both in B2C and B2B contexts.

Potential topics include but are not limited to the following:

- Conceptual development of CRM in the digital era.
- Evolution of the CRM approaches and strategies.
- Customer experience in multichannel context.
- Social customer relationship management.
- Electronic customer relationship management.
- Digital marketing and CRM in B2B.
- The complementarity between CRM, social CRM, and e-CRM.
- Artificial intelligence revolution and CRM development.
- Augmented reality and CRM.
- Measure of CRM (e-CRM, social CRM) performance.
- CRM in utilitarian and hedonic service sectors.
- Customers' emotion and CRM in digital era



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**Special** issue



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## Editor-in-Chief

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## Message from the Editor-in-Chief

Since its establishment, the *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)* has been committed to publishing highquality, peer-reviewed scholarship that advances knowledge regarding electronic commerce in an increasingly complex and interconnected world. *JTAER* aims to create more innovative, responsible, and inclusive forms of electronic commerce by offering an open access international forum for both theoretical and applied research on the impact of digital technologies and business practices on markets and commerce. To achieve this mission, *JTAER* uses a rigorous peer-review process, adheres to strong ethical standards, and supports innovation and informed decision-making in the global digital economy.

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