

## Special Issue

# Digital Intimacy and Immersive Commerce: Theoretical Advances in Consumer Engagement Through Virtual and Social Technologies

### Message from the Guest Editors

This Special Issue explores intersections between immersive digital technologies, social media engagement, and consumer behaviour in e-commerce. It builds on research into parasocial interaction, virtual influencers, augmented reality (AR), and AI-driven personalization, examining how digital intimacy reshapes consumer journeys, decision-making, and brand relationships. The featured works study new forms of “virtual social presence”, where consumers form emotional and cognitive connections with avatars, influencers, and algorithmic agents, affecting eWOM, trust, and purchase intent. Contributions highlight innovations like AI body scanning, sustainable fashion advocacy by edu-influencers, and emerging subcultures in socially sustainable consumption online. By merging perspectives from marketing, consumer psychology, and digital technology, this issue advances theoretical and applied understanding of how immersive digital ecosystems transform e-commerce. It invites interdisciplinary submissions on ethical, experiential, and design aspects of consumer–technology interaction in virtual retail and social media marketplaces.

### Guest Editors

Prof. Dr. Gianpaolo Vignali  
Dr. Eddie Ruofei Chen  
Prof. Dr. Daniella Ryding

### Deadline for manuscript submissions

11 November 2026



## Journal of Theoretical and Applied Electronic Commerce Research

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#### Editor-in-Chief

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