

Special Issue

Emerging Technologies and Marketing Innovation

Message from the Guest Editors

In the digital era, companies are facing more difficulties in holding competitive advantages; in particular, advanced technologies not only bring opportunities but also challenges in how to use them to ensure that marketing innovations attract more and more scholars' attention. This Special Issue invites research that explores emerging technologies' impacts on marketing innovations, e.g., AI chatbots for online marketing services, augmented reality (AR) and virtual reality (VR) for live streaming as well as marketing activities, and blockchain for marketing fraud prevention. It mainly covers the following topics:

- The new challenges of marketing innovations in the digital era, especially emerging technologies' impact on marketing innovations.
- Exploring the new characteristics and advanced tech's impacts on marketing activities and performance.
- Study digital marketing innovation systems with new technologies/methods.

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Editor-in-Chief

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