

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.

Guest Editors

Prof. Dr. Hong Zhao

School of Economics and Management, University of Chinese Academy of Sciences, Beijing 100190, China

Prof. Dr. Zongshui Wang

Business School, Beijing Information Science and Technology University, Beijing 100192, China

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Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
jtaer@mdpi.com

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About the Journal

Message from the Editor-in-Chief

Since its establishment, the *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)* has been committed to publishing high-quality, 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.

Editor-in-Chief

Prof. Dr. Ting Chi

Department of Apparel, Merchandising, Design and Textiles,
Washington State University, Pullman, WA 99164, USA

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