Special Issue

Technology and Social Change in the Digital Age

Message from the Guest Editors

This Special Issue aims to discuss how developments in artificial intelligence, social media and other digital technologies determine the behaviour of society and the way in which individuals adapt to them. Topics include, but are not limited to, the following:

- The role of AI and other new technologies in society;
- The definition of para-relationships between individuals and AI (individuals and technology);
- The integration of AI in society;
- The acceptance of and trust towards AI;
- Social media and the communication of individuals;
- Social media and the fake news phenomenon;
- Information overload in the digital age;
- Social overload caused by digitalization;
- Virtual worlds;
- Agile marketing practices;
- Artificial intelligence in marketing;
- 'Liquid' and switching consumption;
- Consumer behavior evolution;
- Behavioral insights and consumer psychology;
- Virtual influencers and digital personas;
- Data-driven marketing, big data and analytics;
- Content marketing evolution;
- Digital transformation in marketing;
- Personalization and customer experience;
- Social responsibility, sustainability and ethical marketing;
- Technological innovations in retail.

Guest Editors

Prof. Dr. Corina Pelau

Prof. Dr. Judit Olah

Prof. Dr. Dan-Cristian Dabija

Deadline for manuscript submissions

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About the Journal

Message from the Editor-in-Chief

Societies (ISSN 2075-4698) is an interdisciplinary journal that brings together different scientific approaches to engage with societal questions to enhance our understanding of the social realm throughout history. The journal publishes original empirical research papers, literature reviews, and conceptual papers. Our aim is to publish papers that have a significant impact on addressing present and emerging societal questions. Therefore, we encourage researchers to publish their results in as much detail as possible. For empirical research papers and literature reviews, all experimental details must be provided, so that the results are reproducible. We also encourage the publication of timely theoretical pieces on topics of interest to existing and emerging societal questions. Papers are either published in the open journal or in Special Issues devoted to specific topics of interest to the field.

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