

Special Issue

Explore Online Hospitality Management: Price and Reputation

Message from the Guest Editors

Over the last years, radical changes in the global economy have profoundly affected business strategies and transformed the relationships between customers and firms. The improvements of Information and Communication Technologies (ICTs), the spread of social media applications along with a widespread connectivity and the use of mobile devices, play a central role in the new economic context. Internet is an effective, efficient and ubiquitous information platform, able to allow both firms and customers to diminish costs for information seeking. On the Web, they have more product and brand choices, being able to compare alternatives more easily. This affects all the steps of the consumers behavior process: how they search for information, make decisions and purchase. A key element is the opportunity to share user-generated content (UGC), interacting with companies and with other peers. The act of sharing online UGC generates a new form of word-of-mouth, electronic word-of-mouth (eWOM), that influence perceptions, expectations and consumer...

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