

## Special Issue

# Consumer-Brand Relationships in the Era of Social Media and Big Data

### Message from the Guest Editors

This special issue welcomes conceptual, methodological and empirical contributions in the areas of consumer experiences with brands and the customer journey in social media. Possible topics might cover (but are not limited to) the following:

- Consumer experiences with brands in social media: chatbots, eWOM, online reviews
- Conceptualizations of the customer journey in social media
- Social commerce
- Key drivers and outcomes of consumer-brand experiences in social media
- Cognitive, affective, sensorial and social dimensions of consumer experiences with brands on social media
- Brand engagement in social media
- Artificial intelligence (AI) and consumer-brand relationships
- Authentic consumer experiences with brands in social media
- Big data and consumer-brand relationships
- CSR and social media
- Co-creation in social platforms

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### Guest Editors

Prof. Dr. Blanca Hernandez Ortega

Department of Marketing, University of Zaragoza, Faculty of Business and Economics, c/ María de Luna s/n, 500009, Zaragoza, Spain

Prof. Dr. Carla Ruiz Mafe

Department of Marketing, University of Valencia, Faculty of Economics, 46022 Valencia, Spain

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### Deadline for manuscript submissions

closed (15 July 2021)



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Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario  
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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