# **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

### **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

# Deadline for manuscript submissions

closed (15 July 2021)



# Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



mdpi.com/si/36397

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

mdpi.com/journal/ sustainability





# Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



# **About the Journal**

# Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

## Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University, Columbus, OH 43210, USA

### **Author Benefits**

# Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

# **High Visibility:**

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPlus / SciFinder, and other databases.

### Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

