



**International Journal of Technology Marketing**

**ICCMi 2020: Special Issue on: "Innovative Technologies in the Era of Digital Marketing and e-Commerce"**

*Guest Editors:*

Dr. Ioannis Nanos, International Hellenic University, Greece

Prof. Alexander Tsipoulanidis, HWR Berlin, Germany

This special issue will focus on in-depth presentations of the main recent developments and contemporary approaches in theories, methodologies and applications of innovative technologies in the area of digital marketing and e-commerce. The aim of the special issue is to bring together professionals, experts and researchers exploring digital marketing and e-commerce and publish their work.

The Guest Editors will be inviting substantially extended versions of selected papers presented at the [8th International Conference on Contemporary Marketing Issues 2020 \(ICCMi 2020\)](#) for review and potential publication, but are also inviting other experts to submit articles for this call.

**Subject Coverage**

Theories, methodologies, techniques and applications in relation to:

- Digital marketing
- Marketing approaches and management
- Creativity in web marketing and advertising
- New technologies and social media
- Service marketing
- Customer behaviour and e-customer behaviour
- Direct marketing, effectiveness in e-marketing
- Customer relationship management
- Green marketing and technologies
- E-commerce and innovative technologies

## **Notes for Prospective Authors**

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper has been completely re-written and if appropriate written permissions have been obtained from any copyright holders of the original paper).

All papers are refereed through a peer review process.

**All papers *must* be submitted online.** To submit a paper, please read our [Submitting articles](#) page.

## **Important Dates**

Manuscripts due by: *28 February, 2021*

Notification to authors: *30 April, 2021*

Final versions due by: *30 June, 2021*