

Digital Marketing and Social Media

Definition (short):

Digital and Social Media Marketing study how firms use digital technologies, platforms, and data to create and deliver value, optimize customer journeys, and drive performance. They explore online channels, personalization, analytics, content strategy, influencer partnerships, algorithms, and ethics to shape awareness, engagement, and consumer behavior.

Sub-Research Track #5.1:

Digital Marketing

Definition (short):

Digital Marketing studies how firms use digital technologies, platforms, and data to create, communicate, deliver, and exchange value with consumers and stakeholders. It explores online channels, personalization, analytics, and platform dynamics to optimize customer journeys, engagement, and marketing performance in increasingly dynamic and uncertain technology-driven markets.

Definition (long):

Digital Marketing is the branch of marketing scholarship that studies how firms use digital technologies, platforms, and data to create, communicate, deliver, and exchange value with consumers and other stakeholders.

It investigates:

- how online and mobile channels, social media, search, e-commerce, apps, and digital content influence the customer journey;
- how firms use data analytics, AI, automation, and personalization to target, engage, and retain customers;
- how digital platforms, algorithms, and ecosystems reshape competitive dynamics and marketing strategy;
- and the measurement and optimization of digital marketing effectiveness across channels and touchpoints.

The domain integrates consumer behavior, information systems, economics, analytics, and strategy to understand both customer experience and firm performance in technology-driven markets in flux, amidst shifting trade relationships and regulatory uncertainty.

Sub-Research Track #5.2:

Social Media

Definition (short):

Social Media Marketing (SMM) studies how brands and consumers create, share, and interact with content on social platforms to shape awareness, engagement, relationships, and behavior. It examines content strategy, influencer partnerships, algorithms, analytics, and ethical challenges in increasingly AI-mediated, data-intensive, and institutionally contested digital environments to guide value creation and performance in participatory digital environments marked by rapid technological change and broader social and geopolitical uncertainty.

Definition (long):

Social Media Marketing (SMM) is the branch of marketing scholarship that studies how brands and consumers create, share, and interact with content on social networking platforms to influence awareness, attitudes, relationships, and behaviors, and how firms can strategically leverage these interactions to achieve marketing and business objectives in an environment increasingly shaped by artificial intelligence, automation, platform governance, data infrastructures, regulatory pressures, and social and geopolitical disruption.

The domain investigates:

- how user-generated and brand-generated content shape engagement, virality, and persuasion;
- how firms design, manage, and measure social media campaigns and influencer partnerships;
- how social networks, algorithms, and communities affect brand equity and customer relationships;
- how social listening and analytics inform decision making;
- how AI, automation, and algorithmic systems reshape content creation, curation, targeting, and consumer–firm interactions;
- how social media platforms mediate marketplace responses to polarization, misinformation, activism, regulatory change, and geopolitical tensions;
- and the ethical and cultural challenges of marketing in participatory digital environments that are increasingly dynamic, contested, and uncertain.

It integrates consumer behavior, communication theory, network science, analytics, and branding to explain value creation and firm performance in social platforms while also addressing how technological and institutional transformations are reshaping marketing practice and scholarship.