
Editorial

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Biographical notes: Marco Galvagno holds a PhD in Business Management and is an Associate Professor of Marketing at the Department of Economics and Business, University of Catania, Italy. His work has been published in international journals and presented at international conferences, including those held by the European Marketing Academy and the American Marketing Association. He has had chapters published by international publishers (e.g., Edward Elgar and Springer).

The last decade has witnessed intense transformations in marketing environment. Particularly, digital technologies and products such as internet, smartphones, the internet of things (IoT), and artificial intelligence are transforming the way consumers behave. Moreover, the advance of digital, social media and mobile technology (DSMM) has changed the way firms and consumers interact and communicate (Lamberton and Stephen, 2016). For example, the increasing amount of electronic word of mouth (eWOM) has considerably modified the way consumers make purchase decisions (Rosario et al., 2016). In 2016, online sales accounted for 8.7% of overall retail spending in the world and sales made through mobile devices have increased at a rapid rate to 34% of all online sales (eMarketer, 2016).

Accordingly, a large body of research published in academic marketing journals has developed over the same time period, attempting to make sense of these changes. How underlined within several recent literature reviews (Yadav and Pavlou, 2014; Lamberton and Stephen, 2016; Wedel and Kannan, 2016; Kannan and Li, 2017), works on this issues range from early studies on interactive marketing as firms' decisions support to more recent topics such as retail innovations, social media and electronic word of mouth.

The collection of papers in this special issue contributes to our understanding of interactive marketing, with a specific focus on firms-consumer interactions and electronic word of mouth. The articles were selected from many submissions based upon an extensive editorial review process. I am grateful to the Editor-in-Chief Gandolfo Dominici, the editorial board members and the editorial staff of the *International Journal of Electronic Marketing and Retailing* for their support in publishing the special issue. The content of the special issue is briefly overviewed below. Sharma and Rehman apply social network theory to study the consumers' use of social networking sites as a vehicle for electronic word of mouth. Their analysis found social capital, background homophily, normative influence, informational influence to be strong significant predictors of electronic word of mouth, and attitude homophily and trust to be partially significant predictors.

Sharifian, Ashtiani and Hajiheydari use data mining techniques in order to correctly segment and identify user groups of social networks.

Pereira, Cardoso and Dionísio investigate the influence of several variables on electronic loyalty and electronic word of mouth. Results show that overall quality perception, buying experience, website image and personalisation all have a positive impact on e-customers' satisfaction. At the same time, e-satisfaction has a positive impact on trust and on keeping customers' loyalty and this positively influences electronic word of mouth.

Chapa, Korzenny and Rodriguez-Mori explore to what extent consumers use word of mouth to share information about their online purchases and to what extent it differs across segments and cultural groups.

Lastly, Schultz and Block try to predict how technology will impact the future of the existing retail marketplace. They argue that consumers, not manufacturers, retailers or even technologists will control that marketplace and conclude that retail technological development is dependent on consumer acceptance and adoption of that technology.

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