Editorial

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Biographical notes: Vandana Ahuja is a Professor and the Director at the Symbiosis Institute of Business Management, Noida. She has over 25 years of experience and is an author of the book on *Digital Marketing*, published by Oxford University Press. She is a proud recipient of the ILDC-AMP Women Achiever's Award for Excellence in Management Teaching. She has published several edited books and several manuscripts in international and national journals and also serves on the editorial board of several international journals. She has organised and chaired several national and international conferences and has guided PhD students in the domain of management.

Daviender Narang is the Director of Jaipuria Institute of Management, Ghaziabad is a seasoned administrator with over two decades of experience in managing institutions, an expert in government liaisoning, and an extremely dynamic individual who envisions working for the skill development of students. As the Director, JIM, he has commenced MBA programs in Business Analytics and BFSI. He is a researcher who has written multiple papers published in ABDC and Scopus indexed journals. He has also worked as a Leader for NAAC Accreditation, and has received grants for undertaking multiple faculty development programs from Dr. A.P.J. Abdul Kalam Technical University.

Ashwani Varshney is the Dean (Students Welfare) and a Professor of Finance and Control at Jaipuria Institute of Management, Ghaziabad. His specialisation includes international financial management, management of financial services,

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security analysis and portfolio management and direct taxation. He has published extensively in various journals in the field of earnings and growth analysis, banking and financial services and is also actively involved in teaching, research, consultancy and training for several leading organisations. He is also the innovation ambassador in the IIC under the Ministry of Innovation and the member of CII start-up club under the aegis of CII.

Neerja Pande is a Professor in the Business Communication Area at Indian Institute of Management, Lucknow. She has more than 27 years of rich academic, administrative and research experience in premier national and international institutions. She is credited with establishing the Communication Area at IIM Lucknow in 1999. He has been associated with European School of Management Paris, Fergusson College Pune, Lucknow University, IIM Ahmedabad, Calcutta, Indore, Rohtak, Raipur, Ranchi, Sirmaur and Jammu amongst many others as full-time or visiting faculty. Her two-year assignment as the Director of Jaypee Business School, she run under the aegis of a 'not for profit' trust, and was a highly challenging and satisfying experience. She loves reading classical literature, philosophy and listens to Sufi music in her spare time.

The special issue on *Digital Marketing* in the next decade focused on the futuristic agenda of how digitisation is going to change the face of marketing in times to come. As technological evolution, the internet, artificial intelligence, ChatGPT, app marketing, etc. are ushering in an era of marketing transformation, content marketing, influencer marketing, personalisation, voice search, predictive analytics, chatbots, social commerce, NFTs, cryptocurrency and augmented reality are the buzzwords for the future. The constructs of consumer behaviour are evolving and consumption patterns, prosumption patterns, purchasing behaviour, consumer perceived needs are all changing. As consumer exposure to technology increases manifold, consumer brand loyalty is getting affected as consumers are exposed to a multitude of options and brands as well as marketers need to revisit their approaches and strategies. Concepts pertaining to branding, positioning, consumer segmentation and differentiation need to be tackled with fresh perspectives in this digital age and handled with extreme care across diverse industry verticals. In this context, researchers, scholars and academicians have a vital role to play in realigning the traditional marketing constructs with contemporary digital innovations and their applications to the marketing arena. This special issue addresses the new applications of technological tools and their impact on marketing challenges and invites researchers and practitioners to examine how these tools are impacting the efficiency and productivity of the marketing processes in organisations.

The first paper titled 'Antecedents and consequences of prosumption in GenZ: Vietnam case' authored by Nguyen and Le explores the experiences of Vietnamese respondents who produce and consume their products. The respondents are primarily from Gen Z whose identity has been shaped by the digital age and who have witnessed some crucial initiatives pertaining to digitisation.

The second paper titled 'Impacts of electronic word-of-mouth from social networks sites on the intention to purchase tourism accommodation of Gen Z in Vietnam' authored by Nguyễn, Hoàng and Vu, examines how social media, primarily social networking sites are impacting the purchase behaviour of consumers trying to buy tourism accommodation online. The respondents were from Gen Z in Vietnam. Gen Z with its strong values of adaptability, diversity and inclusivity constitutes an interesting study sample.

The third paper titled 'Online shopping and fashion apparel brands: factors influencing Gen Z behaviour', authored by Jahanvi and Sharma focuses on how Ecommerce platforms and other online shopping avenues have transformed the apparel industry. The respondents belong to Gen Z which is more akin to risk taking and has greater exposure to technology.

The fourth paper titled 'Evaluating the relative effect of Instagram and celebrity influencers on brand attitude and purchase intention among Generation-Z: a fashion industry perspective' authored by Sharma, Sanjeev, Arumugam and Ray examines how influencer marketing is shaping the consumer attitude and buying behaviour by exploring Instagram and celebrity influencers. The focus area is the fashion industry where influencers use visual appeal to engage with the prospective consumer base. Data has been collected from fashion consumers from the digitally savvy Gen Z.

The fifth paper titled 'The impact of perceived need, curated offering, influencer endorsement and online customer review on online repeat purchase intention' authored by Aggarwal and Chauhan examines the construct of consumer intent to repeat a purchase in the virtual environment. It scrutinises how this consumer intent is impacted by his professed need, the role of available online content and information, consumer evangelists and their support to certain brands and products, as well as the evaluations of products and services, shared by other consumers in the virtual arena.

The sixth paper titled 'Digital marketing strategy adoption for online brand presence: real estate agents' perspectives in Cape Town' authored by Zwakala and Church examines how effective digital marketing strategies can be adopted by businesses to build and strengthen their online brand presence, image and identity. The manuscript addresses aspects and issues from the real estate industry in Cape Town.

The seventh paper titled 'Gimmick estimation in video advertisements by scene analysis with interpersonal theory' authored by Uehara, Harada and Shimakawa, focuses on the domain of Video advertising and how brands can use this as a marketing strategy by creating short as well as informative videos. The paper explores how a novel attention grabbing tactic or gimmick can be used to promote a product or service and is designed to stand out from the competitive environment and create a buzz or euphoria around a theme. The manuscript uses scene analysis and interpersonal theory for the evaluation.

The eighth paper titled 'Exploring the evolution of mobile tourism applications in business and social sciences: a bibliometric review spanning 2013–2022' authored by Chadha, Menon, Gera and Bansal studies mobile apps from the tourism vertical. It examines the impact of apps on businesses through an extensive literature review spanning several years.

The ninth paper titled 'A study of vital aspects of advertisements in the information swamp world for creating an appealing advertisement' authored by Garg, Jaiswal and Singhal explores how the various characteristics and features of advertisements generate diverse advertising appeals.

This special issue has focussed primarily on Gen Z, which has strong values pertaining to authenticity, transparency, openness of communication and a risk-taking attitude with willingness to adopt digitisation. As new technologies reshape the management domain and thought processes, this issue hopes to open up new approaches for academicians, researchers, corporate practitioners and businesses for knowledge transfer and new ventures.