

*International Journal of*

# Electronic Marketing and Retailing

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# Scope of the Journal

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*The world of electronic marketing is continuously evolving. Marketing theories and practices must adapt to these new technological and social scenarios. IJEMR addresses this evolution by analysing new theories and practices as they emerge with particular focus on electronic retailing. Current technological and quantitative approaches to e-marketing, treating consumer relations as a database problem, are insufficient for a deeper understanding of the implications of this evolution. IJEMR fills this gap, fostering new cutting edge approaches about e-marketing, e-consumers and e-tailing.*

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- Smart technologies and mobile marketing
- Big data management
- Customer participation and value co-creation
- Service marketing
- Consumer ethnography and netnography
- Supply chain management
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