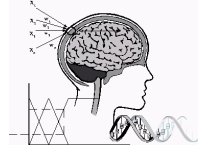




# International

*Innovation in Knowledge Based and Intelligent  
Engineering Systems*



## INVITED SESSION SUMMARY

**Title of Session:**

**Marketing in digital area – new methods, new challenges, new approaches, new research perspectives**

**Name, Title and Affiliation of Chair:**

Prof. Edyta Rudawska, University of Szczecin, Institute of Management, Marketing Department, Poland

Co-chair:

Prof. Magdalena Grębosz-Krawczyk, Department of European Integration and International Marketing, Faculty of Management and Production Engineering, Lodz University of Technology, Poland

**Details of Session (including aim and scope):**

Each year an increasing role of virtualization and digitalization of the economy is observed. Marketing concept could not remain indifferent to these changes that create new challenges as well as new threats for companies. The aim of this session is to discuss new approaches in marketing management, which result in the development of new technologies.

Suitable topics include, but are not limited to the following:

1. Development and implementation of digital marketing (DM) models
2. Digital marketing analytics methods and tools
3. Creating value in digital marketing
4. Digital marketing and social media marketing in the process of building competitive advantage
5. DM applications in e-tourism, e-events, hospitality, entertainment, health etc.
6. Role of human-computer interaction (HCI) and user experience (UX) in DM
7. Virtualization of marketing
8. Innovations in marketing in contemporary organizations
9. New technologies in marketing communication
10. Brand management in the area of marketing 4.0
11. AI, VR, Internet of Things, mobile technologies, blockchain – implications for marketing
12. Ethical, social and ecological aspects in marketing management
13. Consumer in digital economy
14. Marketing research in virtual environment
15. Marketing of smart cities

16. New micro and macro trends in digital marketing

The format of the papers as well as the dates for submitting papers are the same as in the general KES conference. The papers proposed in the session should present the original research work.

**Main Contributing Researchers / Research Centres (tentative, if known at this stage):**

**Website URL of Call for Papers (if any):**

**Email & Contact Details:**

edyta.rudawska@usz.edu.pl