

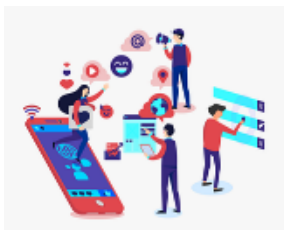
ECSM 2022

9th European Conference on Social Media

12-13 May 2022, Pedagogical University of Krakow, Poland

Mini Track on eWOM Communications: Trends and Determinants

Mini Track Chair: Małgorzata Budzanowska-Drzewiecka, Jagiellonian University in Krakow, Poland



Electronic word of mouth (eWOM) has been steadily gaining importance for almost two decades. Despite interest from both academics and practitioners, the knowledge of this phenomenon is still fragmented and calls for further research to understand the effects and determinants of eWOM. The technological, social and economic conditions of a rapidly changing environment in the pandemic era are influencing consumer attitudes and behaviours. Nowadays, consumers around the world can easily post and search for eWOM messages through social

media. However, information overload, fake news or unethical corporate practices raise concerns about the reliability of these information sources. It rises the questions about the determinants of eWOM persuasiveness during the consumer's purchase decision making process or searching for information on the Internet.

Suggested topics include but are not limited to:

Ethical aspects of eWOM communication

- eWOM communication in cultural diverse markets
- eWOM communication in the covid-19 pandemic era
- eWOM communication in various industries (e.g., green products),
- eWOM communication on different markets (C2C; B2B)
- Persuasiveness of eWOM communication



Małgorzata Budzanowska-Drzewiecka is an assistant professor at the Jagiellonian University in Krakow, Poland, where she teaches marketing communications cross-cultural differences, and research methodology. Her research interests centre on consumer behaviours and communication on the Internet, especially in social media. Specific focus is on the persuasiveness of electronic word of mouth communication. Her current research activity includes individuals' pro-environmental behaviours. Her research has been published in a number of peer-reviewed journals.

Submission details

In the first instance a 300 word abstract is required, to be received by **20th October 2021**.

Submissions must be made using the online submission form at:

<https://www.academic-conferences.org/conferences/ecsm/ecsm-abstract-submission/>

If you have any questions about this track please email the mini track chair:

m.budzanowska-drzewiecka@uj.edu.pl

See more about ECSM 2022 at <https://www.academic-conferences.org/conferences/ecsm/>