

ECSM 2023

10th European Conference on Social Media

18-19 May 2023, Pedagogical University of Krakow, Cracow, Poland

Mini Track on e-Commerce and Digital Marketing in Social Media

Mini Track Chair: Prof. Dr. Abbas Fadhil Aljuboori, Al Zahra College for Women, Muscat, Sultanate of Oman



Ecommerce social media is the practice of using social media to market an ecommerce store. Ecommerce stores can use social media to build brand awareness, attract online followers, and generate online sales. Companies can also use social media to get their brand, profile, and products shared online.

Social media is a powerful tool for ecommerce websites. The ability to not only direct shoppers toward a new product or an attractive deal, but to engage with them and create a sense of community, is incredibly useful. A

complete social media presence also includes direct sales through some networks, as well as having the back-end tools in place to let customers share products and recent purchases with friends and followers through just a single click.

Suggested topics include but are not limited to:

- New trends in social media marketing and E-commerce.
- Consumer behaviour in E-commerce and marketing.
- Sustainability issues in E-commerce and digital marketing in social media.
- Social dimension and social impact in ecommerce and digital marketing.
- Influencers and social media marketing.
- Customer privacy and security protection on social media.



Prof. Dr. Abbas Fadhil Aljuboori is working currently at Al Zahra College for women, Information Technology Department, Muscat, Sultanate of Oman as a faculty Staff Member. He has a Ph.D. in Computer Science from Dongguk University, SOUTH KOREA. Fulbright Visiting scholar – University of Central Oklahoma – Edmond – USA –2017. International Advisory Board Member for CT University in India. His field of Interest are in Data Mining, Web Applications, Big Data, Data Security, Information Systems, Social Media Analysis, and Smart Applications. He is a Member of several of Academic and Professional Societies. He is an Editor-in-Chief, Editorial Board Member and Reviewer of

many eminent International Journals and Conferences worldwide.

Submission details

In the first instance a 300 word abstract is required as soon as possible. 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: abbas.aljuboori@uoitc.edu.iq

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