ECSM 2024

11th European Conference on Social Media
30 - 31 May 2024, University of Brighton, UK

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

Mini Track Chair: Prof. Dr. Abbas Fadhil Aljuboori, Alshaab University, Baghdad, Iraq

e-Commerce social media is the practice of using social media to market an ecommerce store. E-Commerce 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 as Deputy Dean for Scientific Affairs at Alshaab University , Baghdad Iraq. 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. He worked as a Vise President for Administrative Affairs and Head of Smart Cities Center at University of Information Technology and Communications, Baghdad, Iraq. Faculty Staff Member at Al Zahra College for Women, Muscat, Oman. Researcher and Manager in the Advanced Institute of Convergence Information Technology (AICIT) – South Korea, Head of Computer Science Department – University of Kerbala. Vice President of Iraqi Universities Accreditation and Quality Assurance Council for Computer Science and IT. 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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