e-Commerce social media is the practice of using social media to market an e-commerce 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.

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**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/](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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