

Smart Innovation, Systems and Technologies 337

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José Antonio Varela González · Zorica Bogdanović
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Preface

This book is composed by the papers written accepted for presentation and discussion at the 2022 International Conference on Marketing and Technologies (ICMarkTech'22). This conference had the support of the University of Santiago de Compostela. It took place at Santiago de Compostela, Spain, 1–3, 2022.

The 2022 International Conference on Marketing and Technologies (ICMarkTech'22) is an international forum for researchers and professionals to present and discuss the latest innovations, trends, results, experiences, and concerns in the various fields of marketing and technologies related to it.

The Program Committee of ICMarkTech'22 was composed of a multidisciplinary group of 312 experts and those who are intimately concerned with marketing and technologies. They have had the responsibility for evaluating, in a 'double-blind review' process, the papers received for each of the main themes proposed for the conference: (A) Artificial Intelligence Applied in Marketing; (B) Virtual and Augmented Reality in Marketing; (C) Business Intelligence Databases and Marketing; (D) Data Mining and Big Data—Marketing Data Science; (E) Web Marketing, E-Commerce and V-Commerce; (F) Social Media and Networking; (G) Omnichannel and Marketing Communication; (H) Marketing, Geomarketing, and IoT; (I) Marketing Automation and Marketing Inbound; (J) Machine Learning Applied to Marketing; (K) Customer Data Management and CRM; (L) Neuromarketing Technologies; (M) Mobile Marketing and Wearable Technologies; (N) Gamification Technologies to Marketing; (O) Blockchain Applied to Marketing; (P) Technologies Applied to Tourism Marketing; (Q) Metaverse and NFT applied to Marketing; (R) Digital Marketing and Branding; (T) Innovative Business Models and Applications for Smart Cities.

ICMarkTech'22 received about 220 contributions from 37 countries around the world. The papers accepted for presentation and discussion at the conference are published by Springer (this book, volume 1 and volume 2) and will be submitted for indexing by ISI, EI-Compendex, SCOPUS, DBLP and Google Scholar, among others.

We acknowledge all of those that contributed to the staging of ICMaTech'22 (authors, committees, workshop organizers and sponsors). We deeply appreciate their involvement and support that was crucial for the success of ICMaTech'22.

Santiago de Compostela, Spain
December 2022

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