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## Editorial

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### Sergey Kazakov\*

Departamento de Economía y Dirección de Empresas,  
Facultad de Ciencias Económicas, Empresariales y Turismo,  
Universidad de Alcalá,  
Plaza de la Victoria, 2, 28802 Alcalá de Henares, Madrid, Spain  
Email: sergey.kazakov@uah.es  
\*Corresponding author

### Pablo J. López-Tenorio

Departamento de Ciencias Sociales y Jurídicas,  
Facultad de Ciencias Sociales Aplicadas y de la Comunicación,  
UNIE Universidad,  
C/ Arapiles, 14, 28014 Madrid, Spain  
Email: pablojose.lopez@universidadunie.com

### Maria Jose Quero Gervilla

Departamento de Economía y Administración de Empresas,  
Facultad de Ciencias Económicas y Empresariales,  
Universidad de Málaga,  
Campus El Ejido, No. 6, 29071 Málaga, Spain  
Email: mqg@uma.es

**Biographical notes:** Sergey Kazakov is a researcher, Professor and Lecturer at the Del Departamento de Economía y Dirección de Empresas en la Facultad de Ciencias Económicas, Empresariales y Turismo in Universidad de Alcalá in Spain. His list of publications totals nearly 100 journal articles, books, book chapters, and monographs in the areas of marketing, sales, hospitality and tourism management.

Pablo J. López-Tenorio is an experienced researcher and Lecturer specialising in Marketing, Marketing Research, and Marketing Analytics at the Facultad de Ciencias Sociales Aplicadas y de la Comunicación at UNIE Universidad, Madrid, Spain. He authored multiple articles in journals with high impact factors (JCR/SJR), as well as books and book chapters focused on Marketing ROI measurement and advertising effectiveness. Prior to academia, he held pivotal roles in marketing research and data analytics at leading companies including Altadis-Imperial Tobacco and Repsol.

Maria Jose Quero Gervilla is a Senior Lecturer at the University of Málaga, Spain. Her research interests include service dominant logic, emergence in ecosystems and arts marketing. She has published several books on marketing management on the arts sector and has had articles published on the *Marketing Theory*, *International Journal of Entrepreneurial Behavior and Research*, *Journal of Service Theory and Practice*, *Service Business* and *Journal of Business and Industrial Marketing*, amongst others.

Featured articles:

- 1 'How does influencer marketing build up the engagement between brand and followers?' by Le

This paper delves into the dynamics of influencer marketing and its effectiveness in fostering a deeper connection between brands and their audiences.

- 2 'Consumers' trust in digital marketing and their perceived experiences: evidence from Bangladesh' by Islam, Hasan, Sayem, Reza and Nuruzzaman

This article is a comprehensive study focusing on how digital marketing shapes consumer trust and their overall experiences in Bangladesh.

- 3 'E-shopping orientation, trust and impulse buying in the online context – a study based on female members of Generation Z in India' by John, Mathew and Nair

In this paper, the authors investigate online shopping behaviours and the trust factors that influence impulse buying among Generation Z women in India.

- 4 'Examining the moderating role of gender and point of purchase platforms on eWOM intentions' by Jain, Dixit, Sindhu and Shukla

This research assesses how gender and different online platforms influence consumers' intentions to engage in electronic word-of-mouth.

- 5 'Online customer experience: a review based on theories' by Goyal and Deshwal

This work represents a theoretical review that seeks to synthesise existing theories to better understand the online customer experience.

- 6 'Estimating consumer brand engagement with brand equity via brand trust for organic retail products on social media' by Saikia and Bhattacharjee

This closing paper analyses how brand trust impacts brand equity and consumer engagement with organic retail products on social media platforms.

Through this special issue, we aim to spotlight the significant roles that innovation and effective communication play in digital marketing, improving and fostering value creation for businesses and consumers alike. We expect that the outcomes and ideas provided by these scholarly contributions will serve as valuable resources for academics, practitioners, and students interested in the latest trends and challenges in digital marketing.

We extend our gratitude to all the contributors whose rigorous work and insightful perspectives have enriched this special issue.