

## EDITORIAL

### **Social Media: The transversality of digital communication**

Jorge Remondes \*

#### **1. INTRODUCTION**

Social media influence the relationship between organizations and their audiences, a fact that is transversal to the various sectors of activity. This fourteenth regular edition of the International Journal of Marketing, Communication and New Media (IJMCNM) is a reflection of this by the evidence presented in the published research papers.

The communication of tourist destinations and hotel services are the object of analysis in this edition, sectors of activity in which not only communication technologies but also those of transaction already occupy prominent places, but the transversality of digital communication is essentially evident when in this edition we analyze the involvement of customers through instagram and blogs in the beauty industry and also in the arts sector, a sector that includes music where artists and the public are increasingly connected through digital platforms.

\* Editor-in-chief of IJMCNM, Portugal. E-mail: [j.remondes@doc.isvouga.pt](mailto:j.remondes@doc.isvouga.pt)

## 2. STRUCTURE

In the Fourteenth Issue of the IJMCNM, the reader will have *online* access to four research works about:

1. The Cognitive Image of Tourism Destination: The case of Porto;
2. The Effect of Applying Quality Assurance in Hotel Services on Customers' Satisfaction;
3. "Revolutionizing Beauty Industry": Co-Creation and Customer Engagement for Brand Image Development: Case study research of a crowdsourcing-driven cosmetics company Volition Beauty;
4. Music Sales and Artists' Popularity on Social Media.

The papers evaluated by double blind review system belong to authors who have presented the results of their studies that fit in the scientific areas of the IJMCNM; so, they were accepted for publication in this international scientific journal.

## 3. ACKNOWLEDGEMENTS

We would like to thank the authors who have submitted their manuscripts and all the reviewers for their valuable collaboration in the assessing the papers. The scientific importance of the publications in this and previous Issues of the IJMCNM is a strong reason for other authors to submit works for future Regular and Special Issues.

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## INDEX

### Editorial

Social Media: The transversality of digital communication	1
<i>Jorge Remondes</i>	

### Articles

The Cognitive Image of Tourism Destination: The case of Porto	3
---	---

*Láís Santana, Lucília Cardoso, Noelia Araújo Vila e Arthur Filipe de Araújo*

The Effect of Applying Quality Assurance in Hotel Services on Customers' Satisfaction	
---	--

<i>Odai Falah Mohammad AL-Ghaswyneh</i>	23
---	----

“Revolutionizing Beauty Industry”: Co-Creation and Customer Engagement for Brand Image Development: Case study research of a crowdsource-driven cosmetics company Volition Beauty.	45
--	----

*Patrycja Szalaty and Izabela Derda*

Music Sales and Artists' Popularity on Social Media	70
---	----

*Andrzej Szymkowiak, Bartosz M. Kubala and Marcin Adam Antoniak*

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