

EDITORIAL

The Growing Publication of Scientific Articles on Marketing and Digital Communication

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1. INTRODUCTION

Marketing and digital communication are researched domains that result in a variety of articles with increasingly relevant results for science and organizations.

In this first regular issue of 2021 of the International Journal of Marketing, Communication and New Media (IJMCNM), in three of the six articles, problems of marketing and digital communication are analyzed.

Other important areas in the scientific domains of this journal, such as marketing and innovation, the influence of the image of destinations on purchase intention, and product management, are analyzed and discussed with clear implications.

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2. STRUCTURE

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

1. Moderate Effect of Satisfaction on Intention to Follow Business Profiles on Instagram;
2. Brand knowledge and Satisfaction Explained by the Attributes of a Regional Food Product;
3. Application of the Marketing Innovation in the Museum Market;
4. The Effect of Cultural Orientation and Country of Origin Image on Purchase Intention;
5. The Role of User Generated Content in Shaping a Business's Reputation on Social Media: Moderating role of trust propensity;
6. Young consumer segments and the influence of digital channels in the fashion industry.

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 contributions. 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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