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Editorial

The Impact of Social Media on Marketing Communication Management

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1. INTRODUCTION

Social Media is a researched domain that result in a variety of articles with increasingly relevant results for science and organizations.

In this first regular issue of 2022 of the International Journal of Marketing, Communication and New Media (IJMCNM), in six of the ten articles, problems of youtube advertising, consumer social media engagement with video, the impact of digital influencers, the effects of different social media platforms to companies' sales marketing processes, product and service orientation on social media in restaurant communication, are analyzed.

As Almousa, Alsaikhan and Aloud (2020) point out, “social media have changed communication landscape and have clearly affected the marketing communication, where it becomes one of the most common daily activities for consumers” (p.79). Ulas (2020) citing Seo & Park (2018), even says that, “the dramatic rise of social media in every field is remarkable. In this new communication environment, social media is becoming both more convenient and more important. Social media applications lead many companies to use them in stakeholder communication, marketing activities, customer and brand management and organizational communication activities” (p. 9).

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Having given this brief introduction, I invite the reader to read all the articles in this issue to learn more about the results achieved in studies developed by researchers from universities and research centres in Bangladesh, China, Georgia, Nigeria, Malaysia, Poland, Portugal, Sri Lanka, and Turkey.

2. STRUCTURE

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

- Mapping the Integrated Marketing Communications Research: A Bibliometric Analysis;
- Web Information in Face of COVID-19 Crisis: Evidence from Tourism Sector;
- Determinants and Consequences of YouTube Advertising Value;
- Consumer Social Media Engagement with Video Ad in the Context of the COVID-19 Pandemic;
- The Impact of Social Media Influencers on Brand Awareness, Image and Trust in their Sponsored Content: An Empirical Study from Georgian Social Media Users;
- Short-Form Video App Dependency: The Role of Neuroticism, Lower Life Satisfaction, and Fear of Missing Out;
- Investigation the Effects of Different Social Media Platforms to Companies' Sales Marketing Processes by Multi-Criteria Decision Making Method;
- Self-Esteem, Risk-version and Post Purchase Regrets: Moderating effect of Demographics in Sri Lankan Shopping Malls;
- Product and Service Orientation on Social Media in Restaurant Communication;
- Effects of Advertising, Online Risk, Perceived Usefulness, and Reliability on Online Shopping Behavior.

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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