Call for Papers

Special Issue on Social Media Marketing and Technology-Driven Innovative Business Model

Journal of Universal Computer Science

Background and Motivation:

In today's fast-changing online world, the fusion of social media marketing and innovative business models driven by technology is more critical than ever. Central to this transformation is the field of computer science, which underpins the tools, platforms, and algorithms that drive these changes. This special issue delves deep into how computer science and these two business realms intertwine.

Social media platforms, built on advanced computational algorithms, allow businesses to engage with customers in unprecedented ways. The evolving computer science methodologies enable real-time analytics, intelligent automation, and predictive modeling, thereby reshaping how companies market their products. Simultaneously, innovations in software development and system design—key areas in computer science—are paving the way for new business models and revenue streams.

However, leveraging the power of social media and technology is not straightforward. As the complexity of systems grows, so do the challenges. Companies must navigate data security, ensure the scalability of their systems, and optimize user experience. These issues are fundamentally rooted in computer science principles. This special issue aims to elucidate how a sound understanding of computer science can guide businesses in harnessing social media and technology most effectively.

By bringing together cutting-edge research, insightful discussions, and real-world examples, we hope to offer readers a comprehensive perspective on the synergy between social media marketing, technology-driven business strategies, and the foundational role of computer science in today's digital age.

Focus and Topic:

Topics of interest include:

- **The Evolution of Social Media Platforms**: Impact on Modern Business Practices.
- **Data Privacy and Security**: Ethical Considerations in Social Media Marketing.
- **Influencer Marketing**: Harnessing the Power of Social Media Celebrities.
- **Integration of Artificial Intelligence in Social Media**: Implications for Business Innovations.
- **Customer Engagement Strategies**: Best Practices on Social Media Platforms.

- **Tech-Driven Business Models**: Case Studies of Companies Transforming Industries.
- **The Role of Virtual Reality and Augmented Reality in Social Media Marketing**.
- **Measuring ROI**: Tools and Techniques for Social Media Marketing Campaigns.
- **The Future of E-commerce**: Leveraging Social Media for Online Sales Growth.
- **Algorithmic Personalization in Social Media**: How Computer Science Shapes User Experiences and Marketing Tactics.
- **Scalability and System Design**: Ensuring Smooth Social Media Interactions for Growing User Bases.
- **Natural Language Processing (NLP) in Social Media**: Automating Content Analysis and Enhancing Customer Interactions.
- **Blockchain and Social Media**: Potential for Transparent, Decentralized Marketing Campaigns and Trustworthy E-commerce Systems.
- **Machine Learning for Predictive Analytics**: Forecasting Market Trends and Customer Behaviors Based on Social Media Data.

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Important Dates:

First Submission Deadline:	January 11, 2024
Notification of First Round Decision:	March 4, 2024
Revised Paper Submission Deadline:	April 8, 2024
Notification of Final Decision:	July 8, 2024
Final Paper Submission Deadline:	August 19, 2024
Anticipated Publication Date:	September, 23, 2024

Submission Link:

https://easychair.org/conferences/?conf=sismmjucs2023

Papers should be prepared according to the JUCS's guidelines for authors, guidelines are available at:

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