(English)

TITLE

**ANALYSIS OF CONSUMER BEHAVIOUR ONLINE IN A DIGITAL ENVIRONMENT**

**Author Name and Surname**

Department, Affiliation, City, Country; email

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KEYWORDS

Consumer behaviour; digital environment; digital marketing

TITLE

**ANALYSIS OF CONSUMER BEHAVIOUR ONLINE IN A DIGITAL ENVIRONMENT**

(500-800 words)

PREFERRED PANEL: ( ) SOCIAL SCIENCES

 ( ) BUSINESS AND MARKETING

 ( ) EDUCATION

 ( ) MULTIDISCIPLINARY

Purpose;

Design/methodology/approach;

Findings;

Research limitations/implications;

Practical implications/Social implications

Originality/value.

**REFERENCES**

Stieglitz, S., Mirbabaie, M., Ross, B., & Neuberger, C. (2018). Social media analytics, Challenges in topic discovery, data collection, and data preparation. *International Journal of Information Management*, *39*, 156–168. doi: 10.1016/j.ijinfomgt.2017.12.002

Quinn, S. C., Butler, J., Fryer, C. S., Garza, M. A., Kim, K. H., Ryan, C., & Thomas, S. B. (2012). Attributes of researchers and their strategies to recruit minority populations: Results of a national survey. *Contemporary Clinical Trials*, *33*(6), 1231–1237. doi: 10.1016/j.cct.2012.06.011

Riva, G., Mantovani, F., Capideville, C. S., Preziosa, A., Morganti, F., Villani, D., … & Alcañiz, M. (2007). Affective Interactions Using Virtual Reality: The Link between Presence and Emotions. *CyberPsychology & Behavior*, *10*(1), 45–56. doi: 10.1089/cpb.2006.9993

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Reyes-Menendez A, Saura J.R., & Filipe, F. (2019). The importance of behavioral data to identify online fake reviews for tourism businesses: a systematic review. *PeerJ Computer Science* 5: e219. doi: 10.7717/peerj-cs.219

(Español)

TÍTULO

**ANÁLISIS DEL COMPORTAMIENTO DE LOS CONSUMIDORES ONLINE EN EL ENTORNO DIGITAL**

**Nombre y apellidos del autor**

Departamento, afiliación, ciudad, país; correo electrónico

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Departamento, afiliación, ciudad, país; correo electrónico

**Nombre y apellidos del autor**

Departamento, afiliación, ciudad, país; correo electrónico

PALABRAS CLAVE

Comportamiento del consumidor; entorno digital; marketing digital

TÍTULO

**ANÁLISIS DEL COMPORTAMIENTO DE LOS CONSUMIDORES ONLINE EN EL ENTORNO DIGITAL**

(500-800 palabras)

PANEL PREFERIDO: ( ) CIENCIAS SOCIALES

 ( ) MARKETING Y EMPRESA

 ( ) EDUCACIÓN

 ( ) MULTIDISCIPLINAR

Objetivo;

Diseño/metodología/enfoque;

Resultados;

Limitaciones/implicaciones de la investigación;

Implicaciones prácticas/implicaciones sociales

Originalidad/valor

**REFERENCIAS**

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(Português)

TÍTULO

**ANÁLISE DO COMPORTAMENTO DOS CONSUMIDORES ONLINE NO AMBIENTE DIGITAL**

**Nome e apelido do autor**

Departamento, afiliação, cidade, país; email

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Departamento, afiliação, cidade, país; email

**Nome e apelido do autor**

Departamento, afiliação, cidade, país; email

PALAVRAS-CHAVE

Comportamento do consumidor; ambiente digital; marketing digital

TÍTULO

**ANÁLISE DO COMPORTAMENTO DOS CONSUMIDORES ONLINE NO AMBIENTE DIGITAL**

(500-800 palavras)

PAINEL PREFERIDO: ( ) CIÊNCIAS SOCIAIS

 ( ) MARKETING E NEGÓCIOS

 ( ) EDUCAÇÃO

 ( ) MULTIDISCIPLINAR

Objectivo;

Concepção/metodologia/abordagem;

Resultados;

Limitações/implicações da investigação;

Implicações práticas/implicações sociais

Originalidade/valor

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