**Personalization and Consumer Behavior in Digital Marketing Minitrack**

This minitrack focuses on understanding effective strategies for attracting customers, increasing their purchases, satisfaction and loyalty, as well as the responses and behavior of customers to various online marketing vehicles and consumer generated media.

We aim to provide a forum for open and vibrant discussion of innovative strategies and tools in digital marketing to shape consumer behavior, enhance engagement, and drive sustainable practices in B2B and B2C contexts. It focuses on personalization, persuasive design, and consumer trust in evolving digital landscapes. Some topics participants might consider (note this is not an exhaustive list):

1. Green and sustainable marketing gaining traction in e-commerce.
2. Visual product aesthetics influencing impulsive buying behaviors.
3. Generative design elements enhancing digital engagement.
4. Personalized strategies boosting consumer satisfaction and loyalty.
5. Innovative approaches to building consumer trust and engagement.

Recent papers explore the intersection of AI, sustainability, and consumer behavior, including generative AI applications, eco-conscious purchasing, and personalization in digital marketing. Studies also emphasize emotional engagement, referral programs, and platform design to influence buyer behavior, reflecting innovation in both B2B and B2C contexts.

We invite submissions from academics, practitioners, policy makers, and independent thinkers. We welcome submissions that are theoretical, bibliometric, or empirical, i.e., experimental, field studies, case studies, models and modeling, ethnographic, netnographic, natural language processing (NPL), machine learning, or survey based. Each submission must reflect clarity, rigor, and novelty. The best submissions have the potential to spark stimulating discussion and encourage new research agendas. Bring your insights, your energy, and your desire to enrich the HICSS community and beyond!

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