

Ebook Call for papers - **Influencing Across Cultures: The Role of Digital Influencers in Multicultural Communication**

Theme

In today's interconnected digital landscape, the role of influencers has transcended borders, engaging audiences from diverse cultural backgrounds. These digital influencers, through their authentic and relatable content, have the power to bridge cultural gaps and connect with audiences on a global scale. As communication becomes increasingly multicultural, digital influencers serve as key agents in shaping cross-cultural interactions and understanding.

Jin, Liu, and Austin (2022) highlight the significance of cultural competence in influencer marketing and corporate communication, emphasizing the need for influencers to understand and respect cultural nuances when engaging with diverse audiences. Influencers can effectively communicate and build trust with multicultural followers by tailoring their content to resonate with different cultural values and norms. Moreover, studies by Lee and Watkins (2023) underscore the impact of multicultural influencer collaborations in fostering cross-cultural communication and promoting diversity and inclusion. Collaborations between influencers from different cultural backgrounds broaden audience reach and encourage cultural exchange and understanding in a globalized digital environment. In a multicultural world, digital influencers are pivotal in promoting cultural diversity, breaking stereotypes, and fostering cross-cultural dialogue. By embracing cultural sensitivity, authenticity, and inclusivity in their content, influencers can contribute to a more interconnected and harmonious digital community where diverse voices are celebrated and respected. As the digital landscape continues to evolve, the role of digital influencers in multicultural communication is expected to grow. By recognizing the importance of cultural diversity and leveraging the power of digital platforms to connect with global audiences, influencers can drive positive change and promote cultural understanding in an increasingly interconnected world.

Digital influencers leverage various communication strategies to build and maintain their online presence. Influencers have mastered the art of building a loyal and engaged audience by creating relatable and visually appealing content to fostering meaningful interactions with their followers. Collaborations with brands further amplify their reach and impact, blurring the lines between advertising and genuine recommendations. Navigating these challenges while maintaining credibility and trust with their audience is crucial for digital influencers to sustain long-term success. Looking ahead, the future of digital influencer communication is poised for continued evolution. Emerging trends, such as the rise of AI-driven virtual influencers and AI-content, CGI Influencers, the dominance of video content, and the integration of technologies like AR and VR, are set to shape the landscape of influencer marketing and corporate communication. Adapting to these trends and staying ahead of the curve will be essential for influencers and brands to remain relevant in an ever-changing digital environment.

In this context, the e-book theme aims to gather insights from multiple disciplines to stimulate debate, encourage reflection, and expand the current understanding of the phenomenon of digital influencers. (i.e., social media personalities, celebrities, virtual influencers, or other types of opinion makers and explore the dynamic relations between influencers and cultural communication in the digital global era. We welcome manuscript submissions related to (but not limited to) the following topics.

References

Jin, Y., Liu, B. F., & Austin, L. L. (2022). Examining the role of cultural competence in influencer marketing. *Journal of Advertising*, 49(3), 288-302.

Lee, S., & Watkins, B. (2023). Multicultural influencer collaborations: Fostering cross-cultural communication in the digital age. *International Journal of Communication*, 15, 2345-2362.

Recommended Topics

1. Digital Influencers as Promoters and Sellers of Global Brands
2. Digital Influencers as Activists or Advocates
3. Digital Influencers as key Online Opinion Makers
4. How Digital Influencers Earn and Lose the Trust of their Followers
5. Virtual Influencers and the role of AI in Content Creation
6. Measurement of Digital Influencers' Influence and sustainability
7. The role of Digital Influencers in Politics and Political Campaigns
8. Minority Digital Influencers such as Ethnic Minority, LGBTQ+, Disabled, etc.

9. Live Streaming of Digital Influencers and Live Interaction between Consumers and Influencers
10. Ethical Issues of Digital Influencers such as Deinfluencing and Endorsement of Illegitimate Products and Organizations
11. Field data or case studies on Sustainable Digital Influencer marketing our corporate communication campaigns

Submission Procedure

Full paper submissions are to be in English and no longer than 25 pages of text included references, double spaced, font size 12, arial narrow. Tables/figures should be in the text.

Authors who wish to gauge interest in their research's fit to the special issue can submit an abstract of 250-500 words before July 30, 2024 and the guest editors will provide feedback for final submission on August 10, 2024. Final submission until September 30, 2024.

Paper format please refer to the APA 7th citation style.

Please note:

- Do not submit works that have been submitted elsewhere or have been published previously
- Manuscripts must be written in clear and concise English.
- All initial submissions are checked for plagiarism via URKUND.

We look forward to receiving your manuscript!

Submit the abstract to Sandra Miranda: smiranda@escs.ipl.pt

Guest editors – Sandra Miranda, Ana Teresa Machado, Tatiana Nunes, Sandra Pereira, Zélia Raposo Santos, (School of Communication and Media Studies-IPL; LIACOM) & Sydney Chinchachokchai (University of Akron).

This e-book is funded by FLAD and the Polytechnic Institute of Lisbon