One of the most recent advancements in the use of the internet for customer-level business management is the ability to track individual customers’ activities, approach them proactively, provide customized offerings and manage customer lifecycles. The shift from managing the community to managing its individual members is a common denominator in many related developments. Customer co-created contents, service processes and virtual experiences represent some of the growing domains in this field. This minitrack invites papers that examine the systematization and intentionality of digital customer management as a business process. The minitrack discusses a variety ways of involving and engaging customers through digital means. The minitrack is built with the assumption that customer-specificity and the customization of the customer experience will increase in importance. New tools such as persuasive web designs and algorithms tracking customer behavior are needed to afford such offerings. Deeper theoretical discussions around the necessity of human involvement are a common denominator among the papers.

This year’s minitrack attracted a number of submissions from which 6 were selected to be presented at the conference.

The first paper tests empirically the validity of one of the key assumptions underlying advertising based on peer recommendations through social networks: does familiarity lead to increased compliance, even though familiar people may be dissimilar?

The second paper studies and interprets the interaction between company-hosted Facebook pages and consumers. It examines consumers’ hedonic and utilitarian motivations and the effects that ‘liking’ a company impact may have on the intention to purchase.

The third paper explores the social influence on customer engagement: how do social learning, social comparison and normative influence impact customer engagement?

The fourth paper investigates the effects of popular recommenders such as collaborative-filtering and content-based systems to see if they have different effects on user satisfaction and willingness to purchase for consumers with different types of product awareness, and assesses the robustness of recommenders and product awareness.

The fifth paper compares data- and theory-driven strategies for e-commerce to maximize personalization, adaptation and persuasion and presents two data-driven learning applications that advance e-commerce in the direction of interactive e-selling relationships.

The sixth and last paper deals with the slightly different but very hyped topic that is crowdsourcing, and discusses the reasons why crowdsourcing initiatives do not always live up to the expectations placed upon them, despite all the hype in recent academic and managerial articles.

We thank the authors for submitting their work to make this an inspiring minitrack. We hope you enjoy the papers and their presentation at the conference.