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Editorial Foreword

Prof. Dr. Sani Demiri

Editor in Chief

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Dear Readers, Authors and Collaborators,

As we usher in 2026 at Mother Teresa University in Skopje, the South East European Journal of Sustainable Development (SEEJSD) is proud to present this special issue featuring selected contributions from the 9th International Conference Towards Sustainable Development (TSD 2025).

Building on the success of TSD 2024, which brought together international experts to address energy transitions, artificial intelligence challenges, and European integration in the context of sustainable development, this issue highlights forward-looking research and practical solutions relevant to the Western Balkans and the wider global community.

The contributions in this volume explore key themes including techno-economic sustainability, emerging directions in architecture, cybersecurity in the AI era, and the role of social sciences in evidence-based policymaking. All papers have undergone a rigorous peer-review process conducted by our distinguished editorial board, ensuring high academic quality and strong societal relevance. Collectively, they offer actionable insights aimed at strengthening regional resilience and advancing alignment with the United Nations Sustainable Development Goals (SDGs).

We extend our sincere gratitude to all authors, reviewers, and the university leadership whose dedication and support continue to foster meaningful dialogue on these critical issues. We invite our readers to engage deeply with the research presented in this issue—your insights and feedback play a vital role in shaping future editions and amplifying real-world impact.

Prof. Dr. Sani Demiri, PhD
Editor in Chief

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SOCIAL COMMERCE AND INFLUENCER MARKETING: EMERGING TRENDS AND INNOVATIONS IN E-BUSINESS

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ABSTRACT

Social commerce and influencer marketing are increasingly transforming e-commerce, changing the way brands communicate with consumers and influence their purchasing decisions. This paper explores the evolution of e-commerce and the rise of social commerce platforms. Influencers are also having a major impact on consumer decisions using new technologies.

Keywords: social commerce, influencer marketing, e-business, digital marketing, consumer behavior

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1. Introduction

Today, e-commerce is increasingly developing with the daily use of advanced technologies and marketing strategies. People are increasingly switching to shopping online and by watching advertisements and videos for certain products, instead of the traditional way of visiting stores.

One of the most eminent developments in the past decade is well known social commerce. Social commerce can be defined as a model that combines traditional e-commerce with the social media platforms.

By allowing direct communication between businesses and consumers, social commerce encourage trust, reinforce relationships between brands and consumers, and deliver a more individualized shopping experience.

Social commerce and influencer marketing are becoming increasingly important. Influencers are increasingly influencing consumers in their product choices and purchasing decisions, and at the same time, companies are investing in collaborations with influencers using their marketing capabilities.

Along with this evolution, influencer marketing has emerged as one of the best approaches to attract and retain consumers. Influencers - individuals recognized in society for their ability to influence the environment, are increasingly influencing consumers in their product choices and purchasing decisions. At the same time, companies are investing in collaboration with influencers using their marketing capabilities to increase sales.

The topic is relevant due to the growing application of social commerce and influencer marketing in digital business models, which bring both new opportunities and regulatory and ethical challenges.

2. Theoretical background

a. E-Business and its evolution

E-business touch on use of digital technologies and the internet in process of conducting business activities including online sales, digital marketing, customer relationship management, e-commerce, and automated organizational processes. e-business not only includes trading, but there is also communication with suppliers, support of customers and management of databases [6], [8].

Its development progressed from early online marketplaces in the 1990s, through the expansion of digital and mobile commerce in the 2000s, the rise of social commerce and influencer marketing in the 2010s, to today's integration of AI, big data, and automation in the 2020s [1], [2], [4].

b. Social commerce

Social commerce uses social media platforms as advertisements to promote products, sell them, and communicate with customers. Unlike traditional e-commerce, social commerce offers consumers a personalized shopping experience, where they can search, rate, and share products within their social networks [10], [11].

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Social commerce is characterized by interactive user engagement, direct in-platform purchasing, trust-based recommendations from peers and influencers, and personalized product offerings driven by user data and algorithms [3], [9], [12], [13].

c. Influencer Marketing

Influencer marketing is one of the most powerful strategies in the digital age. Influencers are individuals who have a large following on social media and promote various products and services. They help consumers make purchasing decisions for selected products [17], [18].

Unlike traditional advertising, influence recommendations are taken as genuine recommendations and increase sales of selected products [15]. Instagram, YouTube and TikTok are some of the most famous social media platforms that offer brands a direct connection with many users [14], [19].

Furthermore, the rise of micro- and nano-influencers has transformed the landscape. Although they may have smaller audiences, their higher engagement rates and perceived closeness to followers often lead to higher consumer trust and conversion rates compared to well-known influencers.

Despite its advantages, influencer marketing raises challenges related to transparency, regulation, and ethical aspects, as due to various sponsorships, it is not always reliable whether a product is good or just an advertisement [16].

Table 3. Comparison between Traditional E-Commerce and Social Commerce

Characteristic	**Traditional E-Commerce**	**Social Commerce**
Sales Channel	Websites and online stores	Social media platforms (e.g., Facebook, Instagram, TikTok)
Marketing Strategy	Paid advertisements and search engine optimization (SEO)	Organic recommendations, influencer marketing
Consumer Interaction	Limited communication	Active interaction, recommendations, and peer engagement

Social commerce and traditional e-commerce differ considerably. The main differences are given in Table 1. While traditional e-commerce is based on sales through online stores, social commerce uses social media platforms to connect with trusted buyers [11], [13]. Also, unlike traditional e-commerce, which relies mainly on paid advertising, social commerce leverages influence those who promote products through their own personal brands and content.

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Table 4 Comparison between Traditional Marketing and Influencer Marketing

Characteristic	Traditional Marketing	Influencer Marketing
Primary Channel	Television, radio, print media, billboards	Social media platforms (Instagram, TikTok, YouTube, etc.)
Message Delivery	One-directional (brand → consumer)	Two-directional, interactive (influencer ↔ followers)
Credibility Source	Established brand reputation	Perceived authenticity and trust in the influencer
Targeting Approach	Broad audience segmentation	Niche communities and personalized engagement
Cost Structure	High production and placement costs	Variable (from micro-influencers with low fees to celebrity endorsements)
Consumer Engagement	Passive (viewers exposed to ads)	Active (likes, comments, shares, discussions with influencers)

Unlike traditional marketing, which relies on media and one-way communication, influencer marketing relies on trusted individuals with large number of followers. Research shows that consumers often find influencer recommendations more credible and relevant than traditional advertising [17], [18].

3. Contemporary trends and innovations in e-business

Today,contemporary trends and innovations in e-business are transforming the way companies communicate with consumers and deliver their products and services. Social commerce and influencer marketing are among the most widespread in this area. There is also the connection with new advanced technologies such as artificial intelligence, working with big data... With the help of these innovations, sales and competitiveness of companies are increased and good product recommendations are made according to the personalized requirements of users.

Social commerce is a type of integrated form of online retailing, in which users can make purchases using social media. Some of the most well-known platforms that have introduced innovative in-app shopping features are Facebook, Instagram, and TikTok.

Influencers play a major role in modern marketing strategies, especially in the context of social commerce. Their influence on consumer purchasing decisions is significant, as audiences often place more trust in influencer recommendations than in traditional

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advertising campaigns [17].

I Influencer marketing is effective for several key reasons:

- Perceived authenticity – Influencers present products in a natural and relatable way, making the content feel like personal experience, which increases audience engagement [18].
- Credibility and trust – Audiences tend to view influencers as trustworthy sources, so their endorsements often carry more weight than traditional brand messages [15].
- Interactive relationships – Through continuous interaction with followers, influencers build emotional bonds that positively influence attitudes and purchasing decisions [14].
- High shareability – Visually appealing and short-form content can quickly gain traction across social platforms, significantly expanding brand exposure [19].

Some of the key influencer marketing strategies include product partnerships, where influencers receive products from companies in exchange for promotional exposure; sponsored collaborations, in which influencers are paid to advertise or recommend products; affiliate marketing, where influencers earn commissions from purchases made through their referral links; and live shopping, which enables real-time product promotion and purchasing while influencers interact directly with their audience.

4. Case Studies of Successful Campaigns in Social Commerce and Influencer Marketing

Social commerce and influencer marketing have established themselves as key tools for businesses seeking to increase their visibility and competitiveness in the digital marketplace. Thanks to the growing impact of social media on consumer decisions, brands are increasingly using these platforms to communicate more effectively and directly with their target audiences [5], [7].

a. Instagram Campaigns by Leading Brands

Instagram, offers brands the opportunity to connect with diverse audiences through visual content and interactive communication [20], [23]. Marketing campaigns on Instagram not only contribute to increasing sales, but also allow building emotional connections with consumers.

A notable example is the luxury brand Chanel, which, through collaboration with world-famous influencers such as Kim Kardashian and Rihanna, has implemented creative and exclusive campaigns that have attracted great attention. The use of branded hashtags such as #ChanelStyle and interactive tools such as Instagram Stories has increased user engagement, while strengthening the luxury identity of the brand and encouraging greater loyalty and a broader consumer base.

Similarly, brands such as Zara and H&M have also successfully used Instagram to engage

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multiple demographic groups. Unlike TikTok, which predominantly attracts a younger audience, Instagram has allowed these fashion retailers to reach broader markets through tailored campaigns [14].

b. TikTok as a Marketing Platform

In recent years, TikTok has emerged as one of the most powerful digital marketing platforms for brands seeking to reach younger consumers through short-form video [21]. One example is Gymshark, a sportswear brand that launched the "Gymshark66" challenge, encouraging users to share their fitness progress over 66 days. The campaign became popular with the help of fitness influencers who promoted the challenge through TikTok videos [22].

c. Facebook Marketplace as a Sales Channel

Although originally intended for peer-to-peer local sales, Facebook Marketplace has grown into an effective platform for brands to promote and sell products. Large companies, such as The Home Depot, use Marketplace in combination with Facebook Ads and Facebook Shops for better local targeting, which leads to increased sales and a stronger digital image. At the same time, the platform allows small and medium-sized businesses to compete without significant marketing costs. Even global brands such as Nike and Apple are experimenting with Marketplace as a direct sales channel.

5. Future Trends and Predictions for Social Commerce

Social commerce is a dynamic field that is evolving under the influence of technological innovations and changes in consumer behavior. Its future will be shaped by the integration of artificial intelligence, metaverse, and blockchain technology, which enable a higher level of personalization, interaction, and trust [5], [25].

Artificial intelligence is significantly transforming influencer marketing through automation, personalized content, and the emergence of virtual influencers [24], [26], [28]. Metaverse and blockchain technology further contribute to immersive shopping experiences, increased transparency, and new monetization models in social commerce [27], [29], [30], [31].

6. Conclusion

Social commerce is becoming a very important part of e-commerce as more people use social networks where they can make purchases directly. Social media is becoming a place where users simultaneously view content and make purchases. Consumers are increasingly guided by recommendations from influencers and content they see online, rather than by classic advertisements, when deciding what to buy.

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