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Advances in Supply Chain Management in the Era of Electronic Commerce

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Message from the Collection Editors

This Special Issue focuses on advances in supply chain management in the era of electronic commerce.

The relevant topics for the Special Issue include, but are not limited to, the following:

- Supply chain management in electronic commerce;
- Supply chain coordination in electronic commerce;
- Pricing and marketing strategies in supply chains;
- Operation decisions of dual-channel supply chains;
- Consumer preference behavior in electronic commerce;
- Channel competition between the online and offline channels;
- Supply chain operation in omnichannel commerce.



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