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Multi-Channel Retail and Its Applications in the Future of E-Commerce

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closed (30 October 2022)

Message from the Guest Editors

This Special Issue has a special focus on aspects relating to the digital transformation of retailing from a multichannel view. The objective of this Special Issue is therefore to advance the knowledge that shapes the future of multichannel retailing from the perspective of either consumers or retailers or both, by understanding the changes in shoppers' behaviors in multichannel and omnichannel retailing and organizational changes in retailers owing to integrated channel management.

We welcome conceptual and empirical original research on the following topics:

- Consumer behavior in multichannel retailing
- Customer experience in multi-channel retailing
- Disruptive technologies in multichannel retailing
- Management of multichannel retailing
- Channel integration
- Multichannel business models
- Multichannel retailing of SMEs
- Sustainability issues in multichannel retailing
- Multichannel retailing marketing
- The shift to omnichannel retailing
- Challenges and trends in multichannel retailing



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Special Issue