



an Open Access Journal by MDPI

## Emerging Topics in Omni-Channel Operations

Collection Editors:

**Prof. Dr. Gang Li**

School of Management, Xi'an  
Jiaotong University, Xi'an,  
710049, China

**Prof. Dr. T.C. Edwin Cheng**

PolyU Business School, The Hong  
Kong Polytechnic University,  
Hung Hom, Kowloon, Hong Kong

**Dr. Tao Zhang**

School of Management and  
Economics, University of  
Electronic Science and  
Technology of China, Chengdu,  
610054, China

### Message from the Collection Editors

For this special issue, the following topics are included, but are not limited to:

- new technologies for e-commerce
- digital transformation
- social commerce
- platform economy
- sharing economy
- consumer behavior in the emerging business environment
- product line design and assortment planning
- pricing and revenue management
- information strategy for the online platform
- service strategy for the online platform
- product fulfillment/delivery and return policies
- channel selection and integration
- supply chain design
- targeted promotion
- personalization and privacy
- data analytics of new business models and consumer behavior



[mdpi.com/si/82891](https://mdpi.com/si/82891)



an Open Access Journal by MDPI

## Editor-in-Chief

### Prof. Dr. Ting Chi

Department of Apparel,  
Merchandising, Design and  
Textiles, Washington State  
University, Pullman, WA 99164,  
USA

## Message from the Editor-in-Chief

Since its establishment, the *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)* has been committed to publishing highquality, peer-reviewed scholarship that advances knowledge regarding electronic commerce in an increasingly complex and interconnected world. *JTAER* aims to create more innovative, responsible, and inclusive forms of electronic commerce by offering an open access international forum for both theoretical and applied research on the impact of digital technologies and business practices on markets and commerce. To achieve this mission, *JTAER* uses a rigorous peer-review process, adheres to strong ethical standards, and supports innovation and informed decision-making in the global digital economy.

## Author Benefits

**Open Access:** free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

**High Visibility:** indexed within [Scopus](#), [SSCI \(Web of Science\)](#), [dblp](#), and [other databases](#).

**Journal Rank:** JCR - Q2 (Business) / CiteScore - Q1 (General Business, Management and Accounting )

## Contact Us

---

*Journal of Theoretical and Applied  
Electronic Commerce Research*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/jtaer](http://mdpi.com/journal/jtaer)  
[jtaer@mdpi.com](mailto:jtaer@mdpi.com)  
[X@jtaer](#)