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Emerging Topics in Omni-Channel Operations

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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



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