

Topical Collection

Emerging Topics in Omni-Channel Operations

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

Collection Editors

Prof. Dr. Gang Li

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Journal of Theoretical and Applied Electronic Commerce Research

an Open Access Journal
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Impact Factor 4.6
CiteScore 11.7



mdpi.com/si/82891

*Journal of Theoretical and
Applied Electronic Commerce
Research*

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About the Journal

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.

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