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Journal of Theoretical and Applied Electronic Commerce Research



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Message from the Editor-in-Chief

JTAER's core Editorial Board is composed of recognized researchers from the different areas associated with e-commerce, as represented by the four sections of the journal. The e-Commerce Analytics section is led by Prof. Dr. Mirjana Pejić Bach (University of Zagreb) and Dr. María Teresa Ballestar (ESIC Business and Marketing School); the Digital Marketing and Connected Consumer section is led by Prof. Dr. Inma Rodríguez-Ardura (Open University of Catalonia) and Dr. Gisela Ammettler (Open University of Catalonia); the Entrepreneurship, Innovation, FinTech Accounting, and Industry 4.0 section is led by Dr. Eusebio Scornavacca (University of Baltimore), Dr. Jani Merikivi (Grenoble Ecole de Management), and Dr. Andreja Pucihar (University of Maribor); the Digital Business Organization section is led by Dr. Stefano Za. Our Editor-in-Chief, Prof. Dr. Ting Chi (Department Chair of Apparel, Merchandising, Design & Textiles, Washington State University, USA) is an active researcher in the fields of sustainability and sustainable development, firms' strategic and supply chain management, corporate social responsibility, and consumer environmentalism. His recent work places strong emphasis on mobile commerce and multichannel retailing, exploring how technology-enabled platforms are reshaping consumer behavior, retail strategy, and value creation. He also investigates electronic commerce trends and product/technology life cycle analysis.

Aims

Journal of Theoretical and Applied Electronic Commerce Research (JTAER; ISSN 0718-1876) is an international peer-reviewed open access journal to allow researchers, academicians and other professionals an agile and flexible channel of communication in which to share and debate new ideas and emerging technologies concerned with this rapidly evolving field. Business practices, social, cultural and legal concerns, personal privacy and security, communications technologies, mobile connectivity are among the important elements of electronic commerce and are becoming ever more relevant in everyday life. *JTAER* will assist in extending and improving the use of electronic commerce for the benefit of our society.

Editor-in-Chief

Prof. Dr. Ting Chi

Scope

The intended audience includes academicians, researchers and professionals in computer science, information management, telecommunications, business administration, sociology, law, financial services, as well as specialists in the field of electronic commerce.

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