

Dear Reader,

We welcome all of you to the first volume and issue of the *Journal of Theoretical and Applied Electronic Commerce Research* (JTAER) (ISSN 0718-1876). This journal has been created to provide a channel of communication to share and debate new ideas and technologies in the field of electronic commerce. Researchers and practitioners will be able to communicate research on business practices and market processes enabled by Internet and Web technologies, social, legal and cultural concerns, personal privacy and security aspects, communications technologies, and mobile connectivity among many other topics of interest in this rapidly evolving field.

Electronic commerce (E-commerce) is interdisciplinary in nature, borrowing concepts, knowledge, models and theories from computer science, psychology, economics, organizational theory, and the natural sciences, as well as from applied areas of study such as marketing, management, finance, accounting, engineering, and law.

The interdisciplinary nature of e-commerce often makes it quite difficult to match the research being performed with the journals that currently exist in well-established disciplines and fields of study. E-commerce articles while published in traditional journals, are usually perceived to be outside the scope of most Information and Communication Technology journals. In an attempt to address this gap in the literature, we have created JTAER, focused on theoretical and practical aspects of e-commerce as they are presented by the different disciplines that are part of this growing field.

We cannot imagine exactly what the end of this century will look like, but we know that its science and technology and its unprecedented fusions of cultures and economies will be developed in large measure by the Internet and ecommerce- the convergence of existing fields, inspiring entirely new areas of research. JTAER intends to facilitate this development, assisting in extending and improving the use of electronic commerce for the benefit of our society.

This journal will be published quarterly and its intended audience includes academicians, researchers and professionals in computer science, information management, communications technologies, business administration, sociology, law, financial services, as well as specialists in the field of electronic commerce.

We invite you to submit your current research work so that we can help make it known to practitioners and researchers in the field. Please join us in using JTAER to advance our collective understanding of electronic commerce and related fields.

Regards,

Dr. Narciso Cerpa  
Editor-in-Chief

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