Special Issue

Exploring the Dynamics of Consumer Behavior in Digital Commerce

Message from the Guest Editor

Digital commerce sales are growing globally in every industry and region, and the challenges of digital commerce are swiftly changing. Businesses in digital commerce are adjusting to shifting consumer behavior and technological advancements. In the digital era, developing practical strategies for shifting consumer behaviors and addressing critical challenges are crucial for businesses in digital commerce. Our Special Issue explores diverse aspects of shifting consumer behavior in digital commerce and provides a comprehensive perspective on the key challenges. Scholars researching AI and automation, big data and machine learning, data security and algorithmic bias, augmented reality and virtual reality, mobile commerce, social commerce, cross-border e-commerce, cybersecurity, supply chain disruptions, and related obstacles in digital commerce are strongly encouraged to submit their work.

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