

Topical Collection

Exploring the Future of Creative Economy: Transforming Creative Industries through Innovation, Technology and Enhanced Consumer Engagement

Message from the Collection Editors

Creative industries, also known as the creative economy or cultural industries, play a pivotal role in fostering economic growth, cultural enrichment, and innovation across the globe. In the contemporary world, the imperative of sustainability in creative industries has gained increasing significance. The purpose of our Topical Collection is to share and debate new ideas and emerging technologies concerned with this rapidly evolving field, including business practices, social, cultural, and legal concerns, personal privacy and security, and communication technologies. This Topical Collection serves as an invaluable platform to delve into the emerging development and influence within creative industries. Our primary objective is to explore innovative solutions within creative industries, spanning fields such as fashion, design, cultural heritage, crafts, visual arts, performing arts, advertising, and marketing, among others, with the aim of propelling these industries toward sustainability. We look forward to receiving your contributions.

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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 high-quality, 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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