

Special Issue

Human–Technology Synergies in AI-Driven E-Commerce Environments

Message from the Guest Editors

The growth of e-commerce does not guarantee profitability, as businesses face challenges including identity verification, customer experience, competitor analysis, cart abandonment, loyalty management, price competition, and data security. These issues often stem from insufficient information management. Big data and AI are driving innovation in e-commerce. By analyzing operations, product information, and customer behavior, AI can predict market trends, consumer demand, and competitor strategies, enabling personalized shopping experiences. AI-driven technologies such as self-learning algorithms, natural language processing, and intelligent recommendation systems help businesses adapt marketing strategies and improve customer engagement. This Special Issue centers on big data and AI-driven e-commerce management, exploring innovative strategies for digital commerce to adapt to market shifts. It seeks to establish an interdisciplinary forum for cutting-edge research and industry practices addressing emerging challenges in intelligent commerce ecosystems.

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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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