

## Special Issue

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

### Message from the Guest Editors

This Special Issue centers on big data and AI-driven e-commerce management, investigating innovative strategies for digital commerce to adapt and thrive amidst dynamic market shifts. It seeks to establish an interdisciplinary forum for cutting-edge research and industry practices that address emerging challenges in intelligent commerce ecosystems, while fostering resilient and ethical frameworks for technology-enhanced retail operations in the digital age.

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### Guest Editors

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Dr. Wuke Zhang

Dr. Sung-Wen Yu

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### Deadline for manuscript submissions

15 April 2026



## Journal of Theoretical and Applied Electronic Commerce Research

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#### Editor-in-Chief

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