

## Special Issue

# Emerging Technologies and Innovations in Electronic Commerce

### Message from the Guest Editors

Innovations in emerging technologies (ETs), such as artificial intelligence (AI), blockchain, cloud computing, data analytics, autonomous systems, and robotics, are driving the rapid advancement of electronic commerce. These technologies are transforming business operations, reshaping consumer experiences, and redefining competition within e-commerce ecosystems. Despite receiving increasing academic and practical attention, there remains a gap in understanding how ETs interact and integrate within e-commerce, their interdependencies, and their collective influence on business models, platform governance, and customer engagement. Thus, this Special Issue aims to explore the transformative role of ETs in shaping the future of electronic commerce. It focuses on the opportunities and challenges these technologies present in improving operational efficiency, enabling new forms of value co-creation and collaboration, and fostering sustainable and responsible e-commerce practices. We especially encourage interdisciplinary research that bridges technology, business, policy, and societal perspectives. Both empirical and theoretical contributions are welcome.

### Guest Editors

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### Deadline for manuscript submissions

30 June 2026



## Journal of Theoretical and Applied Electronic Commerce Research

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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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### Editor-in-Chief

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