

Topical Collection

Advances in Supply Chain Management in the Era of Electronic Commerce

Message from the Collection Editors

This Special Issue focuses on advances in supply chain management in the era of electronic commerce. The relevant topics for the Special Issue include, but are not limited to, the following:

- Supply chain management in electronic commerce;
- Supply chain coordination in electronic commerce;
- Pricing and marketing strategies in supply chains;
- Operation decisions of dual-channel supply chains;
- Consumer preference behavior in electronic commerce;
- Channel competition between the online and offline channels;
- Supply chain operation in omnichannel commerce.

Collection Editors

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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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