

Topical Collection

Customer Relationships in Electronic Commerce

Message from the Collection Editor

With the rapid growth of information technology, customer relationship management has attracted an increasing amount of attention as a new strategy for companies. To acquire new customers and retain old customers, many companies tend to use information technology, such as big data, mobile devices, social media, Internet of Things, Artificial Intelligence, Cloud computing, to improve their services for customers. Currently, information technology is a necessary enabler of customer relationships in most organizations to store and analyze huge amounts of customer data and provide better values for customers. Moreover, the interaction interfaces between companies and customers will be changed. Through mobile devices, social media, Internet of Things, Artificial Intelligence, and Cloud computing, the contact points with customers will be more effective and affordable.

Collection Editor

Prof. Dr. Yung-Shen Yen

Department of Computer Science and Information Management,
Providence University, Taichung City 43301, Taiwan



Journal of Theoretical and Applied Electronic Commerce Research

an Open Access Journal
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Impact Factor 4.6
CiteScore 11.7



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Journal of Theoretical and Applied Electronic Commerce Research

Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
jtaer@mdpi.com

mdpi.com/journal/jtaer





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Message from the Editor-in-Chief

Since its establishment, the *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)* has been committed to publishing highquality, 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.

Editor-in-Chief

Prof. Dr. Ting Chi

Department of Apparel, Merchandising, Design and Textiles,
Washington State University, Pullman, WA 99164, USA

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