

## Special Issue

# Emerging Technologies on Digital Platforms

### Message from the Guest Editors

This Special Issue aims to advance understanding of how emerging technologies transform platform innovation, governance, digital commerce ecosystems, and socio-technical outcomes. It aligns closely with *JTAER*'s core domains of Data Science, AI, and e-Commerce Analytics, focusing on algorithmic recommendations, AI-enabled services, and predictive platform intelligence; and Entrepreneurship, Innovation, and Digital Business Models, emphasizing how novel technologies reshape platform-based innovation, ecosystem development, and new digital business models. It also connects with Immersive Commerce and Emerging Technologies, addressing metaverse environments, AR/VR-enabled commerce, and IoT-driven interactions. Publishing this Special Issue in *JTAER* is highly appropriate given the journal's leadership in electronic commerce scholarship and its strong emphasis on emerging technologies and platform research. By bringing together frontier theoretical and empirical studies, this Special Issue will contribute to deeper academic insight and guide practitioners navigating the next wave of digital platform transformation.

### Guest Editors

Prof. Dr. Xiaofei Zhang

School of Management, Harbin Institute of Technology, Harbin 150001, China

Dr. Xiumei Ma

School of Public Administration, Sichuan University, Chengdu 610065, China

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## Journal of Theoretical and Applied Electronic Commerce Research

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

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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 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.

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### 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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