

## Special Issue

# Multi-Channel Retail and Its Applications in the Future of E-Commerce

### Message from the Guest Editors

This Special Issue has a special focus on aspects relating to the digital transformation of retailing from a multichannel view. The objective of this Special Issue is therefore to advance the knowledge that shapes the future of multichannel retailing from the perspective of either consumers or retailers or both, by understanding the changes in shoppers' behaviors in multichannel and omnichannel retailing and organizational changes in retailers owing to integrated channel management. We welcome conceptual and empirical original research on the following topics:

- Consumer behavior in multichannel retailing
- Customer experience in multi-channel retailing
- Disruptive technologies in multichannel retailing
- Management of multichannel retailing
- Channel integration
- Multichannel business models
- Multichannel retailing of SMEs
- Sustainability issues in multichannel retailing
- Multichannel retailing marketing
- The shift to omnichannel retailing
- Challenges and trends in multichannel retailing

### Guest Editors

**Dr. Santiago Iglesias-Pradas**

Departamento de Ingeniería de Organización, Administración de Empresas y Estadística, ETSI de Telecomunicación, Universidad Politécnica de Madrid, 28040 Madrid, Spain

**Dr. Emiliano Acquila-Natale**

Departamento de Ingeniería de Organización, Administración de Empresas y Estadística, ETSI de Telecomunicación, Universidad Politécnica de Madrid, 28040 Madrid, Spain

### Deadline for manuscript submissions

closed (30 October 2022)



## 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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### Message from the Editor-in-Chief

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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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