

Topical Collection

Emerging Topics in Omni-Channel Operations

Message from the Collection Editors

For this special issue, the following topics are included, but are not limited to:

- new technologies for e-commerce
- digital transformation
- social commerce
- platform economy
- sharing economy
- consumer behavior in the emerging business environment
- product line design and assortment planning
- pricing and revenue management
- information strategy for the online platform
- service strategy for the online platform
- product fulfillment/delivery and return policies
- channel selection and integration
- supply chain design
- targeted promotion
- personalization and privacy
- data analytics of new business models and consumer behavior

Collection Editors

Prof. Dr. Gang Li

Prof. Dr. T.C. Edwin Cheng

Dr. Tao Zhang



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Editorial Office

MDPI, Grosspeteranlage 5

4052 Basel, Switzerland

Tel: +41 61 683 77 34

jtaer@mdpi.com

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Message from the Editor-in-Chief

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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