



# Journal of Electronic Commerce Research

*Editor in Chief*

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## CALL FOR PAPER

### **Social Commerce Advancements and New E-commerce Technologies: The Current Challenges**

#### **Guest Editors:**

##### **Dr Nick Hajli**

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With the advancement of social media, online communities have become popular platforms wherein people can easily post, comment and collaborate (Hajli, 2014b). Social media create commercial value for firms. Given the commercial potential of social media, it becomes vital to understand how consumers perceive these platforms as social commerce platforms. Social commerce is a new stream in e-commerce (Hajli, 2019). In social commerce platforms, consumers rate, review, recommend and refer product and services to peers which these are social commerce constructs (Hajli, 2015). Social commerce is also a main foundation for sharing commerce where consumer business with other consumers such as Uber and Airbnb. There are different drivers for social commerce. Electronic word of mouth is one of them (Goraya et al., 2019) which persuade consumers to share their experiences and knowledge about product and services with peers in e-commerce platforms. In these sharing platforms, consumers also have many concerns such as privacy, information security and trust. Trust and privacy become important aspect of social commerce platforms (Hajli et al., 2017, Wang et

al., 2019). As such, understanding the influence of consumers perceptions of privacy and security in the creation of consumers trust that influence intended and actual use of social commerce platforms in purchase decisions becomes crucial. This special issue requests new perspectives, models and research on the consumer reaction to and reliance on e-commerce systems and supply chains in the Covid-19 era. E-commerce systems and supply chains need to adapt to support increased activity, perhaps from less-knowledgeable consumer segments. Further, due to Covid-19 health restrictions, for many people the joy of shopping, strolling and social interaction with shopkeepers and store personnel was curtailed, and may again be curtailed. This special issue also seeks research to help examine the attributes, and artifacts that help to understand the evolving social aspect of e-commerce. Social commerce systems create new opportunities for e-commerce platforms such as in branding (Tajvidi et al., 2018), trust building (Kong et al., 2019, Nadeem et al., 2020, Lin et al., 2017) , value creation (Nadeem et al., 2020), and developing social support (Hajli, 2014a). Social commerce then, holds the promise of giving back to consumers some of the social shopping interaction they have grown to love. This special issue therefore asks for research into the evolving nature of social commerce systems.

Finally we are also interested to see how firms deal with big data produced through social commerce constructs including ratings, reviewers, recommendations, ratings and forums. Previous research on social commerce constructs (Hajli, 2015) shows social interaction of consumers in social commerce websites produce rich data which firms to understand customer agility or for new product development.

This special issue invites papers, both theoretical and empirical. Below we list some indicative themes of relevance to this issue, which include (but are not limited to) the following:

- What are the new advancements in e-commerce?
- The new e-commerce features and capabilities,
- Consumer perceptions of e-commerce (at different phases of the consumption lifecycle) using a risk/reward, behavioral economics, or judgement and decision-making focus.
- E-commerce, social commerce, and sharing commerce: what are the links?
- Using e-commerce and social commerce for branding,
- How big data analytics support social commerce activities?
- How social commerce can support big data analytics?

## **Timeline**

September 30, 2020

Deadline for the submissions

## **Backgrounds of the proposed Guest Editor(s)**

**Dr Nick Hajli** is an Associate Professor in Business in Swansea University, UK. Nick has a PhD in Management from Birkbeck, University of London. His research has appeared in the top 20 journals used in Business School Research Rankings journals such as Journal of Business Ethics, International Journal of Electronic Commerce, IEEE TEM, Journal of Business Research, Industrial Marketing Management, Annals of Tourism Research, Computers in Human Behaviours, Information Technology & People and Technological Forecasting and Social Change and other journals. He is the author the Handbook of Research in Integrating Social Media into Strategic Marketing.

**Dr. Shirazi** is a Senior Researcher at Institute for Innovation and Technology Management at Ryerson University, Toronto, Canada. He is an Associate Professor of the Ted Rogers school of Information Technology Management. Dr. Shirazi's research focuses mainly on the impact of ICTs on the social and economic development. His main research interests are IT-enabled sustainability and development, Cloud Computing, Big data Analytics, Artificial Intelligences and IoT, E-government strategies, Green IS management as well as the ethical and security perspectives associated with the introduction and use of ICTs. He has published in several journals including: Information & Management (I&M), International Journal of Production Economics, International Journal of Information Management (IJIM), Journal of Global Information Management (JGIM), Telematics and Informatics, International Journal of Information Systems in the Service Sector (IJISS), Journal of E-Business Development, Electronic Journal of Information Systems in Developing Countries, Journal of Information Communication & Ethics in Society, International Journal of Computer Application, Journal of Law & Development Review, International Journal of Computer Application, Journal of Systems & Software (JSS), Journal of Information Technology & People (IT&P), Journal of Leadership, Accountability and Ethics and Communications of the Association for Information Systems (CAIS) and Technological Forecasting and Social Change.

## Submission Guideline

Authors are required to send their papers as a word document (in Microsoft Word format) attached to an e-mail to Dr Nick Hajli, E-mail: [nick.hajli@swansea.ac.uk](mailto:nick.hajli@swansea.ac.uk).

Submission of a paper certifies that none of the contents are copyrighted, published or accepted for publication by another journal, or submitted to another journal while under review by Journal of Electronic Commerce Research. Upon acceptance of an article, author(s) will be asked to transfer copyright of the article to the Journal. The submission need to have this format:

[JECR Format \(\\*.doc\)](#)

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