

Journal of Electronic Commerce Research
Special Issue on AI-enabled technology innovation in e-commerce

Introduction

The Covid-19 pandemic has dramatically changed social and economic life in almost all countries due to strict physical restrictions, such as social distancing and local or national lockdowns, required to promote public health and save lives. The policies implemented by most countries during each wave of the Covid-19 pandemic placed great pressure on global supply chains, bringing unprecedented challenges to international business (Mena et al., 2022), including cross-border e-commerce (Wang et al., 2021). Even with domestic markets, customers have changed consumption behaviors due to uncertainties of the pandemic and policies of quarantine. They are reducing their frequency of outdoor activities and preferring online shopping (Kawasaki et al., 2021). The Covid-19 pandemic has thus fueled the growth of e-commerce (Beckers et al., 2021), and forced traditional enterprises to rapidly convert from offline to online channels and respond with digital transformation of their business models to meet customer preferences (Amankwah-Amoah et al., 2021). Changing customer preferences and behaviors caused by the Covid-19 pandemic has been a catalyst for innovation in the platform economy (Chan & Gao, 2021) and financial technology (FinTech) (Chen et al., 2021). As consumers craved greater social presence during the Covid-19 pandemic, live streaming on social networking sites and e-commerce platforms became more popular. However, the pandemic has also negatively affected sharing economy and traditional industries such as the restaurant industry, tourism and retail. Obviously, the development of the digital economy, typified by e-commerce, faces unprecedented opportunities and challenges during the Covid-19 pandemic, presenting interesting research questions for the field.

Recently, advanced digital technology/internet-based technology has become more prevalent and advanced to play a dominant role in e-commerce. For example, existing research has discussed the effects of emerging technology, such as big data analytics (Akter & Wamba, 2016) and machine/deep learning. Artificial intelligence (AI) is another crucial innovative digital technology and provides possible solutions to improve the performance of e-commerce and to facilitate digital transformation for enterprises in traditional industries, but it has both a bright side and dark side. On one hand, it has been regarded as a next-generation powerful technology that can bring great business value and facilitate enterprises to achieve their business goals (Davenport & Ronanki, 2018; Mikalef & Gupta, 2021); on the other hand, the ethical issues of AI have been discussed, such as privacy issues (Cheng et al., 2021). AI applied in e-commerce has received increased attention, and there are emerging several studies drawing on the topic discussing the application of AI-based chatbots (Adam et al., 2021) and AI-based recommendation systems (Chinchanachokchai et al., 2021). However, research delving into the field is in the early stages. There is a lack of a systematic understanding of AI-enabled technology innovation in e-commerce and other digital economies, especially during the Covid-19 pandemic. There is potential for research to examine how AI-enabled technology innovation benefits the digital economy, typified by e-commerce, and how it facilitates digital transformation for enterprises in traditional industries. Meanwhile, we also need to extend the knowledge of customers' intentions and behaviors, such as privacy issues, perceived benefits and risks in the field of AI-enabled technology innovation in e-commerce during the Covid-19

pandemic.

In the context of the current turbulent times with a severe pandemic, there is a more urgent need to develop theories of e-commerce that incorporate emerging digital technology/internet-based technology. Therefore, this special issue calls for a wide range of original high-quality submissions focusing on e-commerce affected by AI-enabled technology innovation. We call for papers addressing interesting research questions about the opportunities and challenges of AI-enabled technology innovation in e-commerce in the setting of the Covid-19 pandemic. We will not limit the research types and welcome studies with a wide range of methods including quantitative, qualitative, design science research, and mixed methods. Topics of interest include but are not limited to the following:

- The bright sides and dark sides of AI technology application in e-commerce.
- Issues related to trust, privacy, and security of AI-enabled innovation in e-commerce.
- Users' perceived risk and coping behaviors in AI-enabled e-commerce and communication during the COVID-19 pandemic.
- Case studies brought by the Covid-19 pandemic illustrating applications of AI-enabled technology innovation in e-commerce.
- Big data analytics, fintech, blockchain and other emerging technologies for e-commerce application during the COVID-19 pandemic.
- AI-enabled digital transformation and digital economy during the COVID-19 pandemic.
- AI-enabled communication and collaboration for local and distributed contexts.
- Cultural, social, policy impact of AI-enabled technology innovation in e-commerce.
- Governance and regulation issues for AI technology in e-commerce.
- Global and Cross-border e-commerce and AI technology innovation.
- Design and behavioral issue for human-AI interaction in e-commerce.

Guest Editors:

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Submission Instructions:

We encourage authors to attend the International Conference on Electronic Commerce 2022 (ICEC, June 22, Daegu, Korea) (for details: icec.net) and the journal workshop to develop ideas with guest editors.

All papers should be submitted as a WORD document (in Microsoft Word format) to jian.mou@pusan.ac.kr and carbon copy to the Editor-in-chief, Professor M.Y. Kiang (e-mail: Melody.Kiang@csulb.edu). Authors should follow the submission guidelines at <http://www.jecr.org/node/324> when preparing the submission. All papers will undergo the journal's standard double-blind review processes.

Important dates:

Open submission: 01/03/2022

Submission due: 30/06/2022

The accepted papers will be published the first issue of 2023.

Xusen Cheng is a Professor of Information Systems in the School of Information at Renmin University of China, Beijing, China. He has obtained his PhD in informatics in Manchester Business School at the University of Manchester. His research focuses on trust development in virtual teams, collaboration process and system design, sharing economy and e-commerce, and the integration of behavior and design issues in information system. His research paper has been accepted/appeared in journals such as MIS Quarterly, Journal of Management Information Systems, European Journal of Information Systems, Tourism Management, Decision Sciences, Information and Management, Information Processing and Management, International Journal of Information Management, Information Technology and People, Computers in Human Behavior, Information Technology for Development, amongst others. His research has also been included in numerous conference proceedings such as ICIS, HICSS, AMCIS, PACIS, amongst many others.

Jian Mou is an Associate Professor of Management Information Systems in the School of Business, Pusan National University, South Korea. He received his PhD degree in Information Systems from University of the Witwatersrand, Johannesburg, South Africa. Dr. Mou was previously an adjunct professor at the Business School of Sungkyunkwan University, South Korea. In addition, Dr. Mou engaged in research as a visiting scholar at the University of Illinois-Chicago, USA. His research interests include electronic commerce, human computer interaction, trust and risk issues in electronic services, and the dynamic nature of systems use. His work has been accepted/appeared in journals such as Journal of the Association for Information Systems, Information and Management, Computers in Human Behavior, Industrial Management & Data Systems, International Journal of Information Management, Electronic Commerce Research, International Journal of Innovation Studies, Information Processing & Management, Journal of Retailing and Consumer Services, IT and People, Behaviour and Information Technology, International Journal of Human-Computer Interaction, Information Development, and proceedings of ICIS (2013, 2014, 2017, 2018), ECIS, PACIS, ACIS.

Jason Cohen is Associate Professor of Information Systems at the University of the Witwatersrand, Johannesburg where he also serves as the Deputy Dean in the Faculty of Commerce, Law and Management. He received his PhD in 2004 on the topic of IS strategy and planning. His research focuses on IT adoption, management of information systems in organisations, and electronic commerce. His work has been presented at conferences such as ICIS, ECIS, PACIS, and AMCIS and published in journals such as Journal of the Association for Information Systems, Information & Management, International Journal of Information Management, International Journal of Medical Informatics, Internet Research, Electronic Commerce Research and Applications, and

Expert Systems with Applications, among others.

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