Message from the Editor-in-Chief

JTAER’s core editorial board is composed of recognized researchers from the different areas associated with e-commerce, as represented by the four sections of the journal. The e-Commerce Analytics section is led by Prof. Dr. Mirjana Pejić Bach (University of Zagreb) and Dr. María Teresa Ballestar (ESIC Business and Marketing School); the Digital Marketing and Connected Consumer section is led by Prof. Dr. Inma Rodríguez-Ardura (Open University of Catalonia) and Dr. Gisela Ammetller (Open University of Catalonia); the Entrepreneurship, Innovation, FinTech Accounting, and Industry 4.0 section is led by Dr. Eusebio Scornavacca (University of Baltimore), Dr. Jani Merikivi (Grenoble Ecole de Management), and Dr. Andreja Pucihar (University of Maribor); the Digital Business Organization section is led by Dr. Stefano Za. Our Editor-in-Chief, Prof. Eduardo Álvarez-Miranda, (Associate Professor of the School of Economics and Business of the Universidad de Talca, Chile), is an active researcher in the field of the development and application of operations research and management approaches for e-commerce applications.

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Journal of Theoretical and Applied Electronic Commerce Research (JTAER; ISSN 0718-1876) is an international peer-reviewed open access journal that provides researchers, academicians, and other professionals a flexible channel of communication through which to share and debate new ideas and emerging technologies in this rapidly evolving field. Business practices; social, cultural, and legal concerns; personal privacy and security; communication technologies; and mobile connectivity are some of the important elements of electronic commerce and are becoming ever more relevant in our everyday lives. JTAER will assist in extending and improving the use of electronic commerce for the benefit of our society.

The intended audience of this journal includes academicians, researchers, and professionals in the fields of computer science, information management, telecommunications, business administration, sociology, law, and financial services, as well as specialists in the field of electronic commerce.

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