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# Journal of Theoretical and Applied Electronic Commerce Research

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# 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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## **Editor-in-Chief**

Dr. Eduardo Álvarez-Miranda

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## **Aims**

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

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## Scope

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

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**Editorial Office**

[jtaer@mdpi.com](mailto:jtaer@mdpi.com)

MDPI

Grosspeteranlage 5

4052 Basel, Switzerland

Tel: +41 61 683 77 34

[mdpi.com](http://mdpi.com)

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