



Introduction to the special issue on strategic planning for e-commerce business environment

J. Christopher Westland¹

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It is my pleasure to introduce this special issue of Electronic Commerce Research on “Strategic planning for e-commerce business environment.” This issue contains 21 new research articles that investigate and analyze strategies in a diverse range of topics including machine learning, consumer analytics, risk management, finance, investment, content moderation and labor economics. We hope our readers find these articles stimulating as they expand our combined discourse on strategy, management, e-commerce and finance through the lens of e-commerce. Our special issue explores the opportunities and challenges of strategic planning for rapidly evolving electronic commerce technologies.

I want to extend my gratitude to the guest editors of our special issue, Dr. Carlos Enrique Montenegro Marin and Dr. Paulo Alonso Gaona Garcia, both of Universidad Distrital Francisco José de Caldas in Columbia; and Dr. Edward Rolando Nuñez Valdez, University of Oviedo in Spain. Our guest editors were instrumental in ensuring the quality of the published research while promoting new business research in this dynamic field. The articles in this special issue provide insights into innovative strategies for numerous aspects of electronic commerce. Overall, the aim of this special issue is to expand the discourse on strategy, management, e-commerce, finance and business markets. Our guest editors were active in promoting new ideas on overarching managerial initiatives and long term investment in an area that is notoriously unpredictable. We hope our readers find these articles stimulating as they expand the combined discourse on strategy, innovation management, e-commerce, finance and new technologies.

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✉ J. Christopher Westland
westland@uic.edu

¹ University of Illinois, Chicago, IL, USA