



Introduction to the special issue: electronic commerce in social networks

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Published online: 7 March 2020

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It is my pleasure to introduce this special issue on “Electronic Commerce in Social Networks” containing research articles that investigate and analyze the use of social networks to initiate and sustain meaningful connections between individuals and businesses. Our special issue contains eight new research articles that span a broad gamut of topics from finance, production, consumer relationships, graph theory and recommender systems in social commerce.

I want to extend my gratitude to the guest editors of our special issue: Morad Benyoucef from the Telfer School of Management at the University of Ottawa; Xiao-Liang Shen from the Economics and Management School, Wuhan University; and Zhao Huang from the School of Computer Science at Shaanxi Normal University. Our guest editors were active not just in insuring the quality of the published research, but also in promoting new business research on an important and timely research topic.

Publisher's Note Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

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