

**Call for Papers:
Electronic Commerce Research, Springer
Special Issue on E-Business Innovation with Big Data**

Theme and Scope

Big data have been embraced as a disruptive technology that will reshape business in many domains. E-Commerce is one such domain that involves huge amount of data. The application of big data promises to create unprecedented opportunities for new business models, new business processes, and new business strategies. In the recent couple of years, companies around the world advanced their big data initiatives by implementations of big data that have transformed the business. Next, businesses will learn much more about big data and analytics and will combine strategic and operational goals to make profits. This creates both challenges and opportunities for researchers in electronic commerce as old business models will give way to more innovative business models with applications of big data.

The goal of this issue is to create a forum for researchers to present their new research findings in the area of big data commerce. A specific objective of the issue is to cultivate high quality research publications concerning electronic commerce in the presence of big data technologies and big data strategies by capitalizing on recent technological advances such as cloud computing, mobile commerce, and big data analytics to advance electronic commerce. The papers will be peer reviewed and will be selected on the basis of their quality and relevance to the theme of this special issue. Papers on practical as well as on theoretical topics and problems are invited.

Topics of interest include, but are not limited to:

- Business redesign through big data initiatives
- Customer to business e-commerce
- Customer value management via big data analytics
- Data monetization strategies and operations
- Data science and applications in business
- E-commerce ecologic issues and models in the big data era
- Economic issues of big data applications in business
- Innovative business models in e-commerce involving big data strategies
- Integration of mental models and big data analytics in e-commerce
- Mobile commerce analytics that create new e-commerce models
- Online to offline business models
- Social network analytics for business
- Strategic considerations for big data implementation

Instructions for Manuscripts

Guidelines for preparation of the manuscripts are provided at the Electronic Commerce Research website (<http://www.springer.com/journal/10660>). Manuscripts (pdf and source files) must be directly submitted online via <https://www.editorialmanager.com/elec/> with the indication that the submission is for the Special Issue on “E-Business Innovation with Big Data”. The manuscript should include a title page containing the title of paper, full names and affiliations, complete postal and electronic addresses, an abstract and some keywords. All papers will be rigorously reviewed based on the quality: originality,

high scientific quality, organization and clarity of writing, and support provided for assertions and conclusion.

Important Dates

- Manuscript submission deadline: July 15, 2015
- Notification of Acceptance/Rejection/Revision: September 15, 2015
- Revised paper due: December 15, 2015
- Final paper submission deadline: February 25, 2016

Guest Editors

J. Leon Zhao

Dr. J. Leon Zhao is Head and Chair Professor in IS, City University of Hong Kong. He was Interim Head and Eller Professor in MIS, University of Arizona. He holds Ph.D. from Haas School of Business, UC Berkeley. His research is on information technology and management, with a particular focus on collaboration and workflow technologies and business information services. He is director of Lab on Enterprise Process Innovation and Computing funded by NSF, RGC, SAP, and IBM among other sponsors. He received IBM Faculty Award in 2005 and was awarded Chang Jiang Scholar Chair Professorship at Tsinghua University in 2009.

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