E-tailing: The Current Landscape and Future Developments

Special issue call for papers from Asia Pacific Journal of Marketing and Logistics

Guest Editors

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Introduction and Theme

In this digital age, it is clear that the Internet has a significant influence on customers' shopping process and behavior (Thaichon, 2017). The increasing interest in online shopping has prompted many companies to move into cyberspace (Elms et al., 2016). The Internet allows retailers to grow and delivers a unique opportunity to expand their business.

Besides, the Internet has been used in three main ways to facilitate online retail marketing. First, the Internet is a means of communicating information about the service provider, its products, and its services (Pascoe, Wright and Winzar, 2017). Second, the Internet functions as a marketing tool as it enables customers to interact with retailers and other customers, and assists their purchase decision-making process (Pappas, 2016). Finally, it involves selling products online and facilitating transactions between retailers and consumers (Jain et al., 2017). Additionally, e-tailing offers an experience that is totally different from brick-and-mortar stores (Elms et al., 2016). Customers are empowered and enabled to take part in an innovative shopping model where they can seek, inspect, compare, and purchase a product or service without leaving their own personal space. This unique feature reduces shopping risks and has reshaped the shopping environment for many consumers and business capabilities (Elms et al., 2016).

The aim of the special issue is to gain a better understanding of online shopping behavior, marketing management, strategic marketing, and related theories in the electronic retailing context. The topics for the special issue include, but are not limited to:

- online consumer behaviour;
- the role of the online technology in e-tailing;
- IMCs and strategic marketing in e-tailing;
- marketing management and business models in e-tailing;
- relationship marketing in e-tailing;
- value co-creation and co-destruction in e-tailing environment; and
- the current and the future of e-tailing
- new theoretical implications in online retailing
Submission information

The deadline for submission is October 30th, 2018.

Submitted manuscripts should follow the format as indicated in the author guidelines on the journal web site: www.emeraldinsight.com/apjml.htm. To submit your article, from the author guidelines choose “submit to the journal” and when submitting ensure you choose this special issue from the drop down menu provided. All papers will go through a double blind peer review process. If you have questions please contact Dr. Park Thaichon at: p.thaichon@griffith.edu.au

References


