
Editorial

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Biographical notes: Dr. Dinesh S. Davé is Professor in the Department of Computer Information Systems in the College of Business at Appalachian State University. His teaching and research activities include operations management, quantitative methods, business statistics, and information technology. He has published articles in *Decision Sciences*, *IJM*, *IJSTM*, *IJCAT*, *Computers and IE*, *Information and Management*, *Communication of the ACM*, *International Journal of Production Economics*, *Journal of CIS*, and others. He received the *University of North Carolina Board of Governors' Excellence in Teaching Award*, *Distinguished Graduate Faculty Award*, and *Outstanding Research Award*.

Dr. Michael J. Dotson (DBA, Mississippi State University) is Professor of Marketing at Appalachian State University. His teaching and research activities include marketing research, integrated marketing communication, supply chain management, and principles of marketing. His publications have appeared in the *Journal of Marketing Research*, *Journal of Advertising*, *Journal of Business Research*, *Transportation Journal*, *Journal of Marketing Communication* and others.

Welcome to the inaugural issue of the *International Journal of Electronic Marketing and Retailing (IJEMR)*. The objectives of the *IJEMR* are to attract and publish high quality theoretical, conceptual, and empirical manuscripts and to serve as a forum for a wide range of contemporary issues in electronic marketing and retailing. We seek to disseminate knowledge; provide a scholarly reference in the field; and facilitate communication between academicians and executives.

We are grateful to Dr. M.A. Dorgham, Editor-In-Chief, for his continual guidance and strong leadership in establishing this journal to publish papers pertaining to the contemporary topics in business. Also, we are thankful to Ms. Jane Lunnon, Mr. James Corlett, and the staff of Inderscience Publishers for their support and assistance. We are indebted to the members of the Editorial Board for their commitment and continued

support. We are thankful to authors for submitting excellent manuscripts to this journal. We are also appreciative to the reviewers who provided thorough reviews on the manuscript submitted to this journal. Finally, we would like to express our thanks to our faculty colleagues, administrators, and staff at Appalachian State University, who have provided support and encouragement for this important professional undertaking.

We invite manuscripts which present the applications of sound business practices and concepts in the areas of electronic business, marketing, retailing, and other related topics. This will include but not be limited to areas such as supply chain and operations management, emerging technologies, security and privacy issues, international issues, B2B and B2C marketing, legal and ethical issues, and contemporary issues in business strategy and buyer behaviour.