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## Editorial

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**Biographical notes:** Udayakumar Allimuthu received his BTech from the V.R.S.C.E.T. in Villupuram and ME from Anna University, Coimbatore. He is currently finishing his Doctorate in Information and Communication Engineering from Anna University, Chennai. During his ten years as an educator, he has served as a teacher, and international research consultant. He is currently a researcher of Anna University. He has published articles on writing by own. He has presented papers at conferences both national and international, published articles and papers in various journals, contributed a chapter to the book. He is the reviewer of more than 30 journals.

S. Poornachandra received his BE degree from NIE, Mysore University, Master degree from MIT, Mangalore University, and Doctoral Program in Bio-signal Processing from Anna University. He is currently a Professor and Principal of Excel Engineering College, India. He has authored many textbooks in the field of electronics and signal processing. He has presented many papers in national and international journals and conferences. His areas of interest are bio-signal processing using wavelet transform and adaptive filter, and analysis of various shrinkage methods. He is a life member of technical bodies like ISTE, MIE, and FIETE.

T. Ravichandran is working as an educator for more than 25 years of experience and finished PhD in 2007. His at most responsibility is to motivate students towards their goal. He had seven years of experience as the Principal at Hindusthan Institute of Technology Coimbatore, five years as Dean and ten years as Assistant Professor. He received his Doctor of Philosophy, PhD at the Periyar University. He is currently a Professor and Dean of SNS College of Technology. He is an enthusiastic engineering professional educator with 25 years of successful experience. He is currently working as the Dean in SNS College of Technology, Coimbatore.

K. Mahalakshmi is a Supervisor in ICE at the Anna University, Chennai. She has published many articles and 25 years of rich work experience in both Teaching and Software Development. Her PhD is on Software Requirement Engineering was in the Faculty of ICE from Anna University. She received her MTech from AAI (Deemed to be University), MBA and BE in CSE from Annamalai University. She is currently working as the Dean for CIII Center for Industry Institute Interactions and Professor in the Department of CSE, KIT – Kalaignarkaranidhi Institute of Technology, Coimbatore. She is a career counsellor, motivator, and soft skill trainer.

T. Ponsindhu completed her BCom, MBA, and MPhil in Management from Bharathiar University: Coimbatore. At present, she is pursuing her Doctor of Philosophy (PhD) in Finance from Bharathiar University. Meanwhile, she is working as an Assistant Professor in Department of Commerce at KG College of Arts and Science, Coimbatore. Her areas of interest include financial accounting, company law and secretarial practice, statistics for business, corporate accounting, income tax law and practice, business application software, indirect tax, and supply chain management. She published more than fifteen research articles in journals and conferences. She is a primary regional-reviewer for *Journal of Applied Sciences Research*.

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Welcome to the special issue on ICES 2K17: special issue on: ‘Engineering aspect-based electronic marketing and retailing’. We are glad to say that; we had received vast number of submissions to the journal regarding electronic marketing retailing. Owing to the digital era of electronic marketing retailing created a new path in marketing and retailing. This is made possible because of the ubiquitous and pervasive characteristics of wireless marketing management. The tremendous growth in the marketing and retailing helps individuals to ameliorate their personal needs. This special issue is mainly focused to address the developments and utilisations of various marketing series such as big data management, customer participation and value co-creation, service marketing, supply chain management, channel management, e-tailing, customer relationship management and social media marketing. Additionally, this special issue contributes to cover high-quality theory and practical papers on broad range of innovation and product

development. Additionally, it also contains research papers on security/privacy, ethics/legal issues, etc. related papers. We would like to express our gratitude and appreciation to the authors of the papers, for their efforts and involvement in the special issue publication. We are grateful to the promptness and commitment of the reviewers for their valuable evaluations, to significantly enhance the quality of papers. Additionally, we extend our thanks to all the staff members of Inderscience Publications for their continuous effort and dedication for publishing this special issue. We particularly appreciate the fortitude and relentless support granted to us by Professor Gandolfo Dominici, Business Systems Laboratory and University of Palermo, Italy, the Editor-in-Chief of the *International Journal of Electronic Marketing and Retailing*.