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## Foreword: The 20th anniversary of the journal and an unusual time for electronic business

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Welcome to the *International Journal of Electronic Business (IJEB)*. The journal was inaugurated in 2003 during the severe acute respiratory syndrome (SARS) epidemic and has served the digital community for over two decades. This year, 2023, marks the 20th anniversary of the journal. It is surprising that twenty years later, we again faced an epidemic of COVID-19. Despite this recent pandemic, electronic business thrives and is

booming due to the lockdown of retail stores and food services. Online stores and home delivery allow consumers to shop anywhere and eat at home. Moreover, today's delivery systems are far more responsive and inexpensive than 20 years ago. Indeed, the fear of coronavirus will drive the continuous growth of electronic business in the coming years.

In this Volume 18, Number 2 issue of the *IJEB*, we have included five research articles. First, Lilia Khrouf and Souad Maghraoui co-authored the first article, 'Online shopping spree in times of COVID-19 pandemic'. They shed light on the role played by the user's psychological states on online compulsive shopping and the resulting attitude towards online shopping during the COVID-19 pandemic. Based on escape theory, they proposed a conceptual model tested through a survey conducted on 300 internet users. Data was analysed through a partial least squares (PLS) analysis and revealed that online compulsive buying appears in consumers whose personalities are marked by materialism (acquisition centrality), anxiety about COVID-19, and boredom due to lack of activity. In addition, online compulsive shopping leads to positive attitudes towards online shopping. The results contribute theoretical and managerial implications.

Next, Hemantkumar P. Bulsara and Pratiksinh S. Vaghela discuss a study, 'Trust and online purchase intention: a systematic literature review through meta-analysis'. They performed a meta-analysis to investigate the influence of trust on purchase intention in the online shopping context. It also examines this relationship for the effect of the factors such as trust type (trust in website and trust in e-retailers) and types of purchase decision (initial purchase intention and repeat purchase intention). The meta-analysis of 25 selected studies found that trust and online purchase intention are positively related. The study results also show that the type of trust intention does not affect this relationship. Both trust in websites and trust in e-retailers positively influence online purchase intention. Further, the relationship results did not change irrespective of online purchase type: purchase intention or repeat purchase intention. In some cases, trust and purchase intention relationships are positive.

The third article is 'Measuring the influence of social commerce dimensions on Iranian customer brand loyalty'. Nima Hassanzadeh Sarhangi, Navid Nezafati and Parisa Zomorodi measured the impact of the dimensions of social commerce on brand loyalty in customers. They collected 385 valid questionnaires from customers of certain brands in the social commerce environment and examined them using the PLS method. The results revealed that information quality, interactivity, perceived trust, social norms, and concern for social media information privacy (CFSMIP) positively affect Iranian customers' brand loyalty.

The fourth article is 'The impact of augmented reality on behavioural intention and E-WOM'. Mohammad Hamdi Al Khasawneh and Aya Rabata examined the impact of augmented reality (AR) on behavioural intention and electronic word-of-mouth (E-WOM). They conducted an online survey and collected 374 successful responses in total. They analysed the data using AMOS 22 software to evaluate the results. The result showed that all variables positively impacted behavioural intention and E-WOM, including perceived usefulness, interactivity, perceived innovation, virtual experience and enjoyment.

Finally, in the last and fifth study, Thanh-Binh Phung, Thanh Tung On and Doan Viet Phuong Nguyen present a study on 'Impulsive buying in Vietnamese mobile commerce: from the perspective of the S-O-R model'. They developed a research model from the stimulus-organism-response (S-O-R) approach and utilised the structural equation modelling to analyse the impact of various types of stimuli on customers to buy

impulsively. The stimuli include the platforms' review quality, observational learning, visual appeal, and price discount to create the impact that influences customers to buy impulsively. The result demonstrates the positive effects of the mentioned stimuli on customers' cognition and affection reaction, including perceived usefulness and positive emotions, which subsequently affect their mental state by forming an urge to buy impulsively.

Without a doubt, the journal will continue to serve as an intermediary for e-business researchers and developers, be they professionals or academicians, to share their thoughts and knowledge regarding the advances of e-business and to present the theories and practices of e-business methods. In addition, the journal will publish original and review papers, technical reports, case studies, conference reports, management reports, book reviews, notes, commentaries, and news related to social, political and economic issues of interest to professionals and academicians.

In closing, we would like to express our gratitude to all authors who shared their knowledge and research outcomes with the journal readers during the past 20 years, and to all the referees who reviewed and provided comments for the paper submitted to the journal. Without their effort and contributions, our journal would not have reached the quality standard set forth by our editorial team and demanded by our readers. To the staff of Inderscience, we thank you very much for your high-quality professional assistance during the publication process. Special thanks go to our editorial team and board members for their unconditional support and services to the journal. Finally, our most sincere thanks go to you, our readers around the world. Without your support, this journal would not have been sustained and continuously improved. We hope you will continue using this journal as your source of information and wish you all the best in your research effort and achievements.