Editorial

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Biographical notes: Z.Z. Tang received his Master's in Computer Science in the Wuhan University in 2003, and then, he received his PhD in Computer Science in Hunan University in 2008. He also received his Post-Doctoral degree in 2008 in the Zhejiang University, and currently, he is a Professor in the College of Computer Science and Electronic Engineering. His main research direction is computer distributed computing and cloud computing, machine learning, and the application of computer science.

The rapid progress made in the field of information and communication technologies and mobile commerce (m-commerce) in particular has, to varying degrees, had an impact on socio-economic development and industries. To this end, it should be remembered that the bulk of progress lies in 'internet' technology in the broad sense, in its spreading, and especially in consumer practices. That being said, the digital age is encouraging consumers to change their consumption mode on the one hand, and on the other, encouraging companies to review their strategies, their business models as well as their traditional marketing and managerial tools. With the advent of big data, the term 'digital' has opened up all possible fields of creativity and imagination. According to these authors, it is the man who digitalises himself, not the company. Therefore, it is up to the company to adapt, and brands need to re-think their practice in the m-commerce and social media fields.

In this special issue, we call for papers to reveal the transformations made in markets, economies, behaviours (B2C or B2B), and in marketing/information systems/logistics management techniques related to the digital world. We aim to examine how digital technology has penetrated the four corners of the world and into all fields, to understand the repercussions and the transformations caused in economies, markets, organisations (lucrative or not) and companies, and to identify the various challenges and related issues. Our ambition is, among other things, to try to provide answers to the following questions: why is it so important for organisations (profit or non-profit) to question themselves and thus integrate digital culture for a better m-commerce environment, intertwined with social media? What are the major challenges facing them? What reconciliation between humans and digital entities at the level of organisations could improve the quality of m-commerce transactions? What are the current and future challenges of digitalisation? Finally, what are the salient ingredients of a successful digital transformation, in particular when incorporating social media in a world where social media becomes a threat?

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