

NEW TITLE

International Journal of

Electronic Trade

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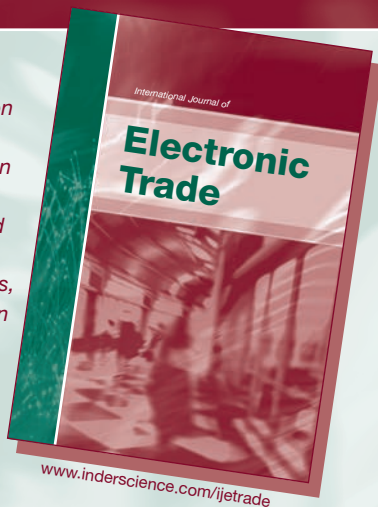
Scope of the Journal

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IJETrade fosters multidisciplinary discussion and research on electronic commerce and trade for businesses, consumers, governments and society, in local and global contexts. Given the extraordinary interest in services for the support of fast-growing world trade and for the design, implementation and management of e-commerce/e-trade services, IJETrade concentrates on the proposition of sound theoretical models, methodologies and practices, aiming to provide consultation and promotion of the discipline in an era where the traditional agenda of electronic commerce has been refocused.

Topics covered include:

- B2C and B2B electronic commerce
- Consumer behaviour
- Firms' strategies and performance
- Entrepreneurship and start-ups
- Innovation and knowledge management
- Digital economy/transformation, social media/networking and commerce
- E-government, public policy and digital divide issues
- Contexts, marketplaces, globalisation, supply chain management, logistics
- Business models, (e-)business model innovation, strategic adoption frameworks
- Internet services, internet-based companies, communities/collective intelligence
- Economic and financial performance
- Marketing, customer service/support/relationship management
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- Tools/emerging technologies, new-generation applications/grid technologies
- Challenges/roadmaps for the future



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