

Guest Editorial Preface

Special Issue on IEEE International Conference on Logistics, Informatics, and Service Science 2016

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It is our pleasure to present this special issue of *Journal of Electronic Commerce in Organizations*. In this issue (Volume 17, Issue 2), we selected 8 papers which have gone through several rounds of review and revision, and represent a cross-section of research in electronic commerce areas that touch upon both technical and managerial issues. This special issue includes 8 articles based on extended abstracts that were presented at 2016 IEEE International Conference on Logistics, Informatics and Service Science (LISS 2016), which was jointly hosted by the International Center for Informatics Research of Beijing Jiaotong University, China Center for Industrial Security Research of Beijing Jiaotong University, School of Economics and Management of Beijing Jiaotong University, in cooperation with the University of Sydney Business School, the University of Sydney, Australia, University of Reading and was held during 24-27 July, 2016 in Sydney, Australia, with satellite sessions in Beijing Jiaotong University, China.

Ever since the first meeting in Beijing (July 2011), LISS conferences have been a big scientific event for researchers and practitioners in the areas of IT, logistics and service science. Increasingly more participants from outside China attended the Conference, thus expanding its impact in the scientific world. Since 2012, the organizers of LISS decided to publish selected best full papers presented at the Conference as special issues of respected scientific journals. Publication of extended full papers of presentations given at the Conference provides advantages for both authors and reviewers. On the one hand, the authors had the opportunity to considerably improve the quality of their work through previous deep discussions with peers during the Conference. On the other hand, we could use the precious help of our expert colleagues, who followed the presentations, in assessing the quality of selected papers, hence achieving an even worthier evaluation of these contributions.

After receiving the camera-ready papers for LISS 2016, we started to select candidates for submissions to a number of respected scientific journals. To provide an equal opportunity to all authors of invited papers from LISS 2016, we announced in the conference circulars the inclusion of a special issue on *Journal of Electronic Commerce in Organizations*. From the 62 manuscripts received by the amended date, 16 completed the review process and met the norms and the rigor of publication formalities, among which we decided to pick 13 extended version of conference papers and other three excellent papers composing this special issue.

The topics covered by papers published in this Special Issue include:

- E-commerce Industry Development Strategy (Zhao et al.), Marketing Strategy of Tourism Brand (Jin et al.);
- The Impacts of New Media on Marketing Effectiveness (Zhang), Online Shopping Food Quality Performance (Li et al.), users' loyalty for O2O platform (Pei et al.);
- Tourism Marketing Platform (Xiao);
- Online music business model (Lu & Chang);
- Mobile users' impulse purchase behavior (Liu & Zhang).

The eight papers examine electronic commerce in different contexts; various approaches with analytical methods, design science methods and the like have been applied in order to reach the findings presented there. Moreover, they demonstrate the practical relevance of academic research in the electronic commerce area.

To sum up, we would like to thank all those who kindly contributed to this Special Issue: authors who submitted their papers, reviewers for their kind help and cooperation. We are also indebted for the assistance provided in the preparation and publication of this issue to Dr. Daqing Gong, and to the publishing and production team of *Journal of Electronic Commerce in Organizations*. We hope that you will enjoy reading these papers as much as we enjoyed reviewing, compiling and editing this Special Issue.

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