

## GUEST EDITORIAL PREFACE

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It is our pleasure to present the special issue of *Journal of Electronic Commerce in Organizations*. In this issue (Volume 11, Issue 2), we selected six papers which have gone through several rounds of review and revision, and represent a cross-section of research in the e-Commerce area that touches upon technical and managerial issues.

In the first paper titled “A New User Segmentation Model for E-government”, the authors introduce CRM and customer segmentation concept into e-government areas, construct e-government user segmentation model and empirically test the user segmentation results. The second paper examines the structure and evolution mechanism of B2B e-commerce network. The authors modified a Barabasi-Albert model by incorporating more layers and parameters and revealed that the emergence of scale-free nature depends on the growth mechanism. The third paper presents a framework for security

mechanism of Internet of Things (IoT) based on RFID, which includes authentication and access control, data encryption and legislative protection.

In this fourth paper, the authors specifically examined how e-Business application affects business performance in a Chinese context by using VAR model. Results show that e-Business is most critical to business success especially for small companies in China. In the paper titled “An Efficient Hybrid Artificial Bee Colony Algorithm for Customer Segmentation in Mobile E-Commerce”, the author proposes a hybrid Artificial Bee Colony algorithm (ABC) to classify customers in mobile e-commerce environment and help company managers to segment their customers. He used the data from a Japan chain restaurant to verify his KP-ABC algorithm. Results show that the algorithm is more effective than other algorithms. The last paper examines e-Commerce issues from

an economic perspective. The authors applied Hotelling model to simulate the dynamic pricing process between online retailers and off-line retailers by the two steps game model, their analysis shows that preference between on-line purchase and off-line purchase, as well as switching costs, have a direct impact on pricing strategy of retailers.

To conclude, the six papers examine e-Commerce in different contexts, they mainly apply analytical approaches to arrive at their

findings. Moreover, they demonstrate the practical relevance of academic research in e-Commerce areas. We hope you will enjoy reading these papers, as much as we enjoyed reviewing, compiling and editing this special issue.

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