Guest Editorial Preface

Special Issue on Technology Application in the Omnichannel Industry

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INTRODUCTION

In the current era, Omnichannel has played a pivotal role as every industry seeks to leverage its presence and to gain strategic competitive advantages. Advances in technology have enabled industries to be available and increase their reach to customers by adopting omnipresence and enhancing the benefits that Omnichannel can bring by improving performance and managing costs. The more technology advances, the more it is integrated into daily lives.

This special issue is mainly concerned with technology application in the omnichannel industry which includes study about one of the timeliest requirements of every business. Omni presence is a revolution that enables one to feel in-store even if sitting at home. As consumers are placing online orders through various applications and websites for the different services and payment channels are also digital.

Omnichannel has helped people to make their busy lives a bit easy by giving extensions to the reach. This is one of the most important outcomes of the development of technology which increases speed, precision, and accuracy of information processing and offers 24/7 services.

INSIDE THIS ISSUE

This special issue of the *International Journal of E-Business Research* (IJEBR) contains five manuscripts on theme of Technology Application in Omnichannel Industry. It fulfils the need for stimulating critical debate on and research into theories, approaches, principles, applications and the implementation of technology in omnichannel industry. Each of these manuscripts has undergone full double blind peer review, prior to being selected for this special issue.

In this regard, the first article is devoted to information acquisition, persuasion, and group conformity of online tribalism. This paper model the interpersonal communication process via a multi-agent, self-reasoning model. This paper adopts simulated experiments to identify active users based on individuals' behavioral characteristics, screen out typical users of different activeness levels, and reveal causalities among the outcomes. This framework provides a roadmap for marketers to improve online customer relationship management.

The second article, based on a qualitative study on innovation and dimensional aspects of the omnichannel retail business model, posits four main dimensions resultant of digitalization and technological advancements in Omnichannel retail, namely Omnichannel Intensity, Organizational Structure Integration, Operations and Supply Chain Management Innovation, Data Analytics, and

Intelligence. The results from this study show that Cross-channel Integration and Data Analytics & Intelligence will be contributing enormously towards the strategic growth of Omnichannel retailers.

The third article, emphasizing assessment of the endorsers of e-Business practices for food supply chain performance system claims that globalization and changing lifestyle of the people have escalated the demand for more product customization, taste preferences, and awareness about the usage of quality food commodities. The increasing consumer base of the food supply chains (FSC), has escalated the demand for technological and operation advancements by mediating E-Business 'EB' activities. The results of this study explore the various endorsers (EDR) of the 'EB' in FSC contemplated by a hybrid combination of multi-criteria decision-making techniques. Thus, it offers suggestions for managers to formulate the decision policies and develop a robust framework in the direction to cling the 'EB' practices with FSC.

The fourth article, stressing the necessity of blockchain adoption for provenance and traceability in the retail food supply chain from a consumer perspective, aims to investigate drivers of consumer adoption of blockchain for product origin and track to trace history before making a purchase. An extended technology adoption model (TAM) has been proposed to examine the consumer perspective for blockchain adoption in the food supply chain. The findings of the study emphasize the significant role of perceived security and privacy in developing trust, ease of use, and usefulness of blockchain-enabled systems. The study provides vital insights for successful blockchain implementation to enhance supply chain effectiveness.

The last article, referring to a review of artificial intelligence tools and the customer experience in online fashion retail through a literature review of the various technological advances that optimize the customer experience to evoke e-satisfaction. Thus, e-satisfaction as a construct has been reviewed. The study provides a frame of reference to conduct empirical studies in the area of AI and technology-enabled retail.

CONCLUSION

Such discussions with great diversity and a broad scope of technology acceptance in the omnipresence of industries have broadened the reach to the customer in the multidisciplinary arena with an expansive set of knowledge, skills, techniques, and approaches. Recent developments in the field of information technology have embarked on the advancement in the field of business operations.

Nowadays, more than ever before, due to the COVID pandemic it seems that individuals need more convenient ways to receive products and services at their doorsteps at a single click beyond the limitation of time and space and across the boundaries of regions. Indeed, the development of information technology mitigates the gaps between generations as if they live at the same age. Technology has reached the arms of every common man. Omnichannel customer is conscious, informed and demands authentic and ethically sourced products than ever before. This pushes retailers to consider the best interest of consumers. Thus, technology has become the source of value creation for every industry. As organizations and the demands placed on them progress, technology, it's systems, and its users must coincide with that progression.

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IJEBR