GUEST EDITORIAL PREFACE

Special Issue on Technical and Managerial Issues and e-Commerce

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It is our pleasure to present the special issue of JECO. In this issue, we selected seven 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 "*Persuasive Technology and Users Acceptance of E-commerce: Users Perceptions of Website Persuasiveness*", the authors propose a theoretical model that considers the effect of persuasive technologies on consumer acceptance of e-commerce websites. The second paper analyzes the development of fresh food online supermarkets by SWOT, including the spread of the fresh food online supermarkets, price transparency, food quality changes, fresh food cold chain logistics improvement and goods consumption evaluation. Based on the expert evaluation, the third paper puts forward the critical factors in China's B2C e-commerce system, using numerical method to construct ISM. Namely it

will be easier for the decision makers to catch the important points during the process. In the paper titled "*Exploring the Effectiveness of Seller Reputation Mechanism Using Online Sales Data*", the authors investigate the effectiveness of the seller reputation mechanism by an empirical study using data from TaoBao.com and analyze them by univariate analysis and attribute selection techniques. The result shows the importance of buyers' subjective comments. In the paper titled "*A 3D Virtual Space for E-Commerce Strategy Model*", the three-dimensional e-commerce (3DEC) theory is proposed and a 3DEC business strategy model is built up. The new conceptual 3DEC model incorporates the industrial environment analysis, SWOT analysis, and business model canvas (BMC). As a case demonstrated in the British Museum program, this model brings benefits to a wide range of organizations in public and private sectors, as well as e-commerce researchers and practitioners. In the paper titled

"*A Personalized Recommendation Model in E-Commerce Based on TOPSIS Algorithm*", the authors introduce a personalized recommendation model in e-commerce system, based on an *n*-tiers structure and the TOPSIS algorithm. The paper first standardizes the user evaluation indexes, and then determines the indexes weights according to user's needs, and finally calculates the personalized recommendation results. The last paper focuses on the concept of "logistics capability", and takes full account of the characteristics of B2C e-commerce and its logistics service. Evaluation indexes of 3PL providers' logistics capability in the mode of B2C e-commerce are identified. Case studies are conducted with multi-index decision and evaluation methods based on relative approximation, showing that the final results are reliable.

To sum up, the seven papers examine e-Commerce in different contexts, and 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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