

GUEST EDITORIAL PREFACE

Special Issue on the Fourth International Conference on Logistics, Informatics and Service Science (LISS 2014)

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It is our pleasure to present this special issue of *Journal of Electronic Commerce in Organizations*. In this issue (Volume X, Issue LISS 2014), 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. The preliminary versions of these papers were presented at the *Fourth International Conference on Logistics, Informatics and Service Science (LISS 2014)*, which was jointly hosted by Beijing Jiaotong University, China and the University of California, USA in July 23 to 26, 2014 at Berkeley, USA.

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 expand-

ing 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 2014*, 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 2014*,

we announced in the conference circulars the inclusion of a special issue on Journal of Electronic Commerce in Organizations. From here on, authors of 34 submissions were invited to revise and extend, according to the publishing standards, to a full paper volume their Conference contributions, eventually shaping a Special Issue of *Journal of Electronic Commerce in Organizations*. Based on a regular reviewing process seven papers were finally accepted, representing an acceptance rate less than 25%.

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

- The cooperative performance in E-business enterprises (Zhao), and comprehensive evaluation of network marketing performance (Xue *et al.*).
- Service Quality and Customer Loyalty of Retailers (Qi *et al.*), and shopper loyalty towards online retailers (Sur).
- E-marketing applications in Chinese SMEs (Li), and mobile social networking app (Wang *et al.*) and microblog recommendation model (Chen.)
- Price decisions in B2C mode (Yang *et al.*).

The 8 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 Ms. Ruize Gao, 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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