

GUEST EDITORIAL PREFACE

Special Issue from the 2nd International Conference on Logistics, Informatics and Service Science (LISS 2012) (Part 2)

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It is our pleasure to present the special issue of *Journal of Electronic Commerce in Organizations*. This issue (Volume 10, Issue 4) incorporates six selected papers that originated from the 2012 International Conference of Logistics, Informatics and Service Science (LISS 2012). Since then, the papers 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 “Construction and Arena Simulation of Grid M-Commerce Process”, the authors presents a Grid-based method to construct M-Commerce process and then use Arena to simulate how this method works. The second paper extends its context to a supply chain scenario. The authors present an analytical model to optimize the profit of

the supplier and the whole supply chain using the commitment contract that can coordinate the retailer and the supplier in dual-channel and drop-shipping supply chain. The third paper investigates e-commerce application in universities, the authors propose an intelligent campus space model and correspondent key technologies based on the idea of object-oriented technique and service encapsulation.

The authors who present their paper titled “A New Electronic Commerce Architecture in the Cloud” propose an e-Commerce (EC) architecture including five technologies namely: massive EC data storage technology, massive EC data processing technology, EC security management technology, OLAP technology in the cloud and active EC technology. This new architecture provides some new directions for future research. In this fifth paper titled “The

Analysis of the Logistics Mode Decision to E-Commerce”, the authors used the logistics mode decision of Jingdong as a case to search for a solution to logistics mode selection in E-commerce. In the last paper, the authors present a two-period sales model to investigate the competitive effects of purchase-based targeted advertising.

To conclude, the six papers examine e-Commerce in different contexts, they mainly apply design science, case study and analytical approaches to arrive at their findings. Moreover, they demonstrate the practical relevance

of academic research in e-Commerce area as well as providing some future directions in e-Commerce research for academics. We hope you will enjoy reading these papers, as much as we enjoyed reviewing, compiling and editing this special issue.

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