Guest Editorial Preface

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We are very happy to publish this issue of an Journal of Electronic Commerce in Organizations by IGI Global.

This special issue of Journal of Electronic Commerce in Organizations on "E-commerce Management" contains 8 articles. Achieving such a high quality of articles would have been impossible without the huge work that was undertaken by the Editorial Board members and External Reviewers. We take this opportunity to thank them for their great support and cooperation.

In the article "A Study on the establishment of a system to Remove/Reduce Technical Barriers to Trade (TBTs) in Central and South America", the purpose of this article is to analyze and investigate to find out the appropriate ways to remove/reduce TBT to export the goods between Korea and Central & South America. The elimination strategy of TBT with aid of technical regulations or standards is beyond this article scope and only the conformity assessment shall be considered as the strategic measure of eliminating TBT. This article is in accord with the international standards corresponding to countries technical regulations and standards, every membership countries most present to prevent TBT related Specific Trade Concern (STC) to WTO. This article analyzes International rule & system with following research methodology. First, the article made use of reviewing 2nd data analysis and focused on group interview, and then compared with analysis on the international rule and system such as customs system, technical regulation, and standard through test &certification procedure and inspection. Second, this article reviewed electric/electronic test, certification, and calibration. Third, through analyzing MRA between Korea and Central & South America, the article focused on SDOC, Mutual Acceptance of International test & certification and IEC CB scheme. The result shows that it is important to promote multi-track agreements with the countries that need a short-term promotion. Moreover, it is necessary to conclude an agreement with the leading countries in the Middle East and Central & South America. This article intends to draw a conclusion and make implication as follows. Through the reviews and analysis, we can see the importance of promotion in FTA and MRA with the efforts to remove/reduce the obstacles and promote to make a remove/reduce TBT by MRA between Korea and Central & South America.

In the research article "The Effect of Foreign Direct Investment on the Economic Development of Mongolia", foreign direct investment in Mongolia has reached 3.9 billion US$ mainly in the mining sector that amounted approximately 40% of the year's GDP. Even though FDI into Mongolia has been grown along with the country's economic development with trade openness to the world, a few studies have used regression analysis to analyze determinant factors of FDI. This study has estimated the determinants attracting FDI inflow into Mongolia by using two methods: applying single country (Mongolia) data using the determinants attracting FDI inflow into Mongolia from 1995-2014, and applying the determinants attracting FDI from the top investment countries using panel data, using random and fixed effects models from 2005-2013. The study results showed that GDP of Mongolia has a positive and significant effect on the FDI inflow. It was also revealed that the partner countries

located either too far away from or too close to Mongolia pay little attention to and play a small investment role in Mongolian FDI.

In the research article "Personalized Recommendation Algorithm Based on Product Reviews", under the background of leap-forward development for the Internet, the E-commerce has played an important role in people's daily life, but the huge data size has also brought us problems such as information overload which can be solved by recommendation system effectively. However, with the development of the E-commerce, the amount of the product catalogs and users become lager, which causes lower performance of the traditional recommendation system. We came up with a personalized recommendation algorithm based on data mining of product reviews to optimize the performance of recommendation system. Features of the product were extracted, for which the users' sentiment polarity was analyzed. We developed a recommendation system based on the user's preference model and the product features to get the recommendation result. Experimental results show that, personalized recommendation has significantly improved the accuracy and recall rate when compared with the traditional recommendation algorithm.

In the research article "Research on optimization of multi commodity supply and demand logistics network based on supernetwork", for the realization a qualitative and quantitative description of matching degree between the elements for logistics supply network and demand network, logistics super network model is constructed by the theory of super network, Faced with the problems of diverse demand and massive circulation for commodities, this article studies the structure of the logistics super network of multi-commodity circulation and establishes the continuous cost function of the logistics demand and supply, reflecting the logistics cost of different commodities in different phrases. This article aims to establish the optimization model of logistics supernetwork by aiming to maximize the matching of supply and demand of multi-commodity. The model is transformed into the variational inequality problem, and proves the existence and uniqueness of the equivalence solution. Use the case of the logistics supernetwork of coal, a modified projection algorithm is adopted and the fact is revealed that improving the supply capacity of the network matching may have the original 81.3% increase to 90.5%, improving the impact of the relationship between trades, matching degree can be increased to 90.1%.

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