

Guest Editorial Preface

Sharing Economy and Cross-Border E-Commerce

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MOTIVATION

Cross-border exchanges are a popular way to drive globalization. Goods and services have traditionally been among the top items exchanged with a growing trend of exchanges in other forms, such as human talents and electricity. Factors that drive the demand for cross-border exchanges include supply (e.g., reputation, availability, etc.), delivery (e.g., cost, speed and barriers), service value, and culture (Chang et al, 2015; Kim et al., 2017). Simultaneously, technology plays an increasingly important role as a driver for innovation (Zander & Sölvell, 2000), relationship learning (Jean et al., 2010), exchanges of health data & services (Kim, 2017), knowledge transfer (Makkonen et al., 2018), collaborative consumption (Greenwood & Wattal, 2017; Hamari et al., 2016; Tan et al., 2017), insights into consumer behavior (Tsai, Chen, Hu and Chen, 2020; Hu, Chen & Lee, 2017; Chen, Hu & Hsieh, 2015), ride-sharing (Mousavi, Hazarika, Chen & Rienzo, 2020) and many other emerging areas of cross-border exchanges. For example, digital platforms equipped with data analytics functions enable high speed, scalable and ubiquitous services, thus offering a substantial advantage over the traditional ways of trade (Sutherland & Jarrahi, 2018; Wu & Lin, 2018). However, new requirements for organizational transformations, increased complexity in business processes, regulatory restrictions, and uneven technology capabilities have contributed to the uncertainties of cross-border exchanges. Nonetheless, the benefits derived from sharing economy and cross-border commerce have put severe pressure on existing companies that are less adaptable (Kim et al., 2017; Li et al., 2018). Although cross-border exchanges have been shown to benefit organizations and trades, their disruptive nature has the potential to cause future trade uncertainty. Considering the opportunities and challenges posed by cross-border exchanges and sharing economy, there is a clear need for a systematic and critical assessment of how value creation and appropriation are exercised while minimizing its negative impact. Rooted in this background, the purpose of this special issue is to provide an intellectual channel to advance our understanding of the interwoven relationships among the factors in sharing economy and cross-border e-Commerce.

Another aim of this special issue is to introduce advanced research methods to a wider audience to broaden the understanding of the latest trends and developments in the sharing economy and cross-border e-Commerce. It offers a venue for scholars to present research that identifies and addresses knowledge gaps in how emergent technologies are shaping the sharing of resources and the access of online trade across national borders. However, the topic of sharing economy and cross-border e-commerce are diverse and expanding. Advanced technologies, such as data science, data analytics, artificial intelligence, and machine learning, can play a critical role in sharing economy and cross-border e-commerce. Further, through a wide range of methodological lens, such as computing models, empirical studies, theoretical articles, mixed-method approaches, and multiple methods, we build on

prior research (such as Gefen et al. 2011; Hair et al., 2019; Harrison et al., 2020; Khan et al., 2019; Sarker et al. 2018a, 2018b; Shiau & Chau, 2016; Shiau et al., 2017, 2018, 2019a, 2019b, 2020) to provide a richer approach to understand, explain, predict, and manage sharing economy and cross-border e-commerce.

We are grateful for all submitting authors and to all the reviewers who supported us with their careful reviews and constructive comments. We would also like to express our gratitude to Professor Justin Zhang, editor in chief of Journal of Global Information Management, for facilitating this special issue on the use of innovative methods in sharing economy and cross-border e-Commerce. In this special issue, we present six articles that not only cover diverse topics related to the sharing economy and cross-border e-Commerce, but also examine the phenomenon across multiple contexts, through distinctive theoretical lenses, and from a myriad of methodological approaches. Together, these six contributions address innovative methods and practice research.

Hazarika and Mousavi give an overview of the current state of research into the cross-border e-Commerce and advances a framework for explaining major factors contributing to cross border e-Commerce businesses. Using a two-phase method to generate a total of 40 peer-reviewed articles published between 2014 and 2020. This study reveals six themes emerging from contemporary research into cross border e-Commerce, namely, logistics, institutional/government structures, cybersecurity and privacy, consumer behavior, and culture. The analysis concludes that cross-border e-commerce has grown significantly in China and the ASEAN countries. Businesses, consumers and governments play key roles in the success of cross-border e-commerce. Finally, this study uncovers gaps between academic research and business practices that could direct future research efforts.

Duan et al. examine the concept of transnational digital entrepreneurship and attempt to develop a model for investigating transnational digital entrepreneurship (TDE) based on the motivations of entrepreneurs, the strategies employed, performance outcomes, and the three ecosystems in which they operate. The authors do this through a study of transnational digital entrepreneurs living in New Zealand and Australia, in particular Chinese immigrants engaging in substantial transnational digital entrepreneurship related activities based on Alibaba e-commerce platforms. This study presents a research framework through the lens of immigrant, transnational and digital entrepreneurship theories and practices. The findings show that cross-border e-Commerce platforms encourage transnational digital entrepreneurship for immigrant groups by providing capitals, transnational support and home country advantages. This research also identifies differences in motivations between the transnational entrepreneurship and the transnational digital entrepreneur, which translate into different financial outcomes. In addition to the traditional interest in opportunity-driven digital entrepreneurship, the results show that necessity-driven digital entrepreneurs are also relevant to TDE research. This interesting study has implications for sustainable socioeconomic development policies, including international trade and employment, presenting further opportunities for cross-border e-commerce trade research.

Xu et al. explore how affordance of live streaming affects consumer behavior in the cross-border e-Commerce context based on the information transparency perspective. The authors employed IPC (2019) survey involving 35,737 consumers across 41 countries that all have a large percentage of cross-border online purchases from China. Results show that although live streaming does not necessarily affect consumers' cross-border purchase intention directly, it can increase it indirectly through perceived information transparency. Additionally, affordance of live streaming can further moderate the relationship between different types of information transparency and cross-border purchase intention.

Huang and Lee use case study to analyze incidents of service failure and success involving a logistics sharing service. In addition, the authors also explore the key factors that affect customer satisfaction, along with the official and ideal recovery strategies. The authors conducted interviews with 35 business users in Taiwan and characterized the collected incidents and strategies. Results shows that drivers, platform operation, the matching system, and communication are among the key determinants of success and failure in logistics sharing services. The study concludes that compensation is the most effective recovery strategy, whereas doing nothing is the least effective.

Chen et al. illustrate how to identify the suspicious behaviors on the cross-border E-commerce platform by proposing a digital forensic model, which intelligently integrates multiple incident response stages, namely, evidence acquisition, evidence analysis and correlation, attack detection, and incident report. Through analyzing the experimental results, the authors confirmed that potential threats can be identified with significant time savings for investigators.

Du et al. study the use of spatial autocorrelation, multi-dimension gravity model and Spatial Durbin model to make a depth comparative analysis of international trade and cross-border e-Commerce within one-belt one-road (BR) countries. Analyzing data retrieved from several official financial institutes, the authors show the effects of spatial autocorrelation & geographical distance on international trade, and how they contribute to the variations of international trade across GDP, geographic, policy and institution distances. Empirical findings proffer practitioners with insights into how to provide the foundation for further trade facilitation and policy development.

FUTURE RESEARCH FOR CROSS-BORDER E-COMMERCE TRADE

In recent years, we have witnessed the emergence of several popular cross-border trading platforms across the world, particularly in Asia. Whilst e-Bay and Amazon are well known globally, Alibaba, the largest online marketplace in Asia, is also one of these largest platforms driving global e-commerce trade. Other popular platforms that facilitate cross-border e-commerce trade in Asia include Lazada, Shopee, Alibaba's Tmall, Rakuten, Flipkart, Grab, Amazon and E-bay. These platforms generally operate as IT-enabled commercial networks of suppliers, intermediaries, and customers that facilitate transactions between these different entities (Gawer & Cusumano, 2002, 2008; Tan et al., 2016). These platforms have become more relevant and significant for many brick-and-mortar firms, especially in commodities and retail sectors during the COVID pandemic, to find an alternative means of managing their supply chain and making sales. For example, Alibaba, established in 1999 in Hangzhou, China, began as a firm that provided online services to connect small businesses in China to buyers all over the globe. At the outset, Alibaba was able to lower barriers to market entry (seller side) for Chinese companies and got access to core competencies (buyer side) leading it to become today's leading platform. Over time the platform was able to develop synergies in markets (seller side) and facilitate access to new products and services (buyer-side) across countries in Asia. This ultimately allowed businesses to (re)invent communal services and structure (buyer-side), and promote joint ownership of innovations (seller side) (Tan et al., 2016). This approach established Alibaba's ability to help businesses across Asia to market their products globally. Today, Alibaba and its B2C marketplace Taobao or Tmall have become a large online marketplace and vibrant business ecosystem with over 100 million members across the world.

However, the success of Amazon, e-Bay and Alibaba tend to be the exception rather than the norm as they have grown explosively, but many smaller platforms have struggled to remain viable over time. The growth of platform firms like Alibaba in Asia presents significant opportunities and challenges for research. Prior research has demonstrated that technology and IT networks afford capabilities that promote market diversification and autonomy among business ecosystems and their constituents throughout Asia through integrated (search, advertising, and payment) services, new service infrastructures, and new social networking systems.

Moreover, manuscripts in this special issue presents useful commentary on global cross-border e-Commerce trade while presenting some useful directions for future research. We encourage readers to consider the findings and implications published in this special issue and seek opportunities for further research. For example, we encourage researchers to undertake further research on competitive strategies that can shape inter-platform competition, cross-border platform growth strategies, and their related trade-offs. The platform strategy, for example, gives rise to new service infrastructures that disrupts the traditional mindset and culture, which lays the groundwork for a new service-oriented culture. This is significant as these cultural differences and beliefs can positively (or negatively) influence the competitiveness of the entire business ecosystems for cross border e-Commerce trade (Tan et al., 2020; Xiao et al., 2020). Furthermore, platform driven business ecosystems require

substantial coordination such that platform leaders need to find the right balance of buyer-side and seller-side actions, and to establish the appropriate type and depth of interdependencies necessary to create a synergistic marketplace.

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