



Social Commerce and the Recent Changes

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Message from the Guest Editors

Social commerce is a new subset of e-commerce with the aim of social media. The defining feature of social commerce systems is their 'forum for consumer-to-consumer communication.' Online communities, forums, ratings, reviews and recommendations as social commerce constructs have transformed e-commerce activities and given rise to the social commerce channel. An emergent social commerce consumer-to-consumer business e-commerce channel is Sharing commerce. The consumer-to-consumer social support found in social commerce platforms improve the shopping process adding value for both businesses and consumers. However, there is some challenging side of e-commerce such as trust, privacy, information credibility and ethical issues which persuade scholars to look them to find the solutions for them. The above argument persuaded us to develop this special issue to invite papers, both theoretical and empirical addressing the above and related topics.

