



Sustainable Development of Social Commerce in the New Era

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Message from the Guest Editors

Dear Colleagues,

The purpose of this Special Issue is to focus on studies that enhance and broaden the understanding of the sustainable development of a business under the background of social media. We are inviting researchers who are interested in this topic to submit their high-level original research works from various perspectives, such as from that of the consumer, retailer, channel, technology, and ecosystem of social commerce. Articles, including research articles, reviews, communication, and concept papers, should address, but are not limited to, the following:

- Social commerce repurchasing behaviors
- Marketing strategies for sustainability of social commerce
- Social commerce forms in the new era
- Co-create value in social commerce
- Social commerce and AI
- Online reviews and social commerce
- Customer journey management for sustainability of social commerce
- The channel integration quality between social media and e-commerce
- Social interaction model and its impact on social commerce
- The sustainable social commerce ecosystem
- Economic recession and COVID-19
- Public behaviour and COVID-19





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Message from the Editor-in-Chief

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