Call for Papers for Special Issue of on Global E-Commerce

Overview

Global e-commerce is expanding rapidly and several trillion dollars are being exchanged annually over the web. The global online population is also increasing substantially and by 2012, Jupiter Research (2008) estimates that there will be 1.8 billion Internet users worldwide. Another interesting trend in global Internet usage is that almost seventy percent of these users are now non-English speaking (Internet World Stats, 2008). So, besides English other languages like Chinese, Spanish, Japanese and French now have significant online usage. Thus web is increasingly becoming a diverse global marketplace with global business opportunities. To take advantage of the full potential of global e-commerce, companies need to tap global markets and consider expanding online not only in developed countries but also the emerging economies of China, Brazil, India and others.

However, there is a dearth of guiding frameworks and cutting edge research that can help companies tap global online markets by effective web globalization efforts. The goal of this special issue is to encourage scholarship in under-explored areas such as web globalization strategies, global search engine optimization, global online consumer segmentation and marketing issues, web site localization, web site cultural customization, and other areas related to effective conduct of global e-commerce.

Potential Manuscript Topics

Topics for this special issue can broadly explore subject matter related to facilitation of global e-commerce. As a guide the special issue welcomes submissions exploring the following topics:

- Localization versus Standardization on the web
- Geo-political issues related to global e-commerce
- Socio-cultural issues related to global e-commerce
- Web globalization strategies
- International e-marketing strategies & search engine optimization
- Global E-CRM issues
- Global Content Management issues
- Harnessing Global Collective Intelligence
- Managing Global Virtual teams
- Governmental and Legal factors related to global e-commerce
- Global web site navigation and usability issues

Submission of Manuscripts

All submissions must be in English, should represent original work done by the authors, and must NOT have been published, accepted for publication, or be presently under consideration for publication elsewhere. Manuscripts should be prepared according to the submission guidelines of Journal of Electronic Commerce Research (JECR) that can be found in the journal web site: [http://www.jecr.org/s_guide.htm](http://www.jecr.org/s_guide.htm). Reviews of the submitted manuscripts will proceed in accordance with JECR’s editorial policy. Submissions should be by electronic transmission ONLY (using a Word file attachment). Submissions should be sent to: [cfpjecr@gmail.com](mailto:cfpjecr@gmail.com)

Important Dates

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