Call for Papers

Special Issue on Cloud Service and Electronic Commerce

Special Issue Editor: William Yu Chung Wang & Huan Ming Chuang

Journal of Electronic Commerce Research (JECR) is pleased to announce a call for papers for a special edition of the journal focusing on Cloud Services and Electronic Commerce

Purpose of the Special Issue:

The evolution of Internet Technology has provided a new initiative in Electronic Commerce – the Cloud Computing that has been introduced with the opportunity to address real-time access of consumer and business products, software and solutions, without the requirement of owning the underlying resource by the users. As defined by Gartner Group, Cloud Computing refers to Cloud Technology and Cloud Service. The former actually derives from existing Distributed and Grid Computing while the later is a concept of providing services of application software, infrastructure, and platform to the remote customers. As long as a device links to the third party provider, the location agnostic service could be delivered.

Such initiative also affects the business model of software vendors and infrastructure provider. Traditional desktop applications and data storage are now available online, even the complicated package (e.g., Microsoft Office 2010, Windows Cloud, and Google Datacenter) at the personal and family level. An individual user could easily store and edit personal digital content such as video, image, and files, via various network-enabled devices to connect to the customized web portal that is hosted by the third party service vendor. From the business aspect, running ERP Systems via Cloud websites allows companies to reduce IT operation costs, lighten the infrastructure, and adopt agile approach to new upgrades. Cloud Service offers significant potential not only to the giant enterprises but also to the small and medium firms. It has arrived at a right time when traditional business models for IT remain a burden for small and medium enterprises. A study of “Total Economic Impact” reported by Forrester Consulting further indicates the potential return on investment could be up to three hundred percents 7.4 months after adoption.

Despite Cloud Service has been a trendy topic in the industry, further research development in this regard is needed at the academic side. For example, little is known on the factors on personal usage behaviour of Cloud Service as well as the intention of deployment in business cloud market. In particularly it brings the prospective solutions to small companies which are normally not capable to afford expansive modules in enterprise systems. Moreover, there are debates on social, ethical, and security issues over the services that are necessary to investigate.
Potential Manuscript Topics:
In this connect, this special issue aims to attract research reports that examine the lessons from cloud services, especially those that investigate how the new emerging concept brings implications to extend the existing knowledge and theories.

Areas in which contributions may be made include (but are not limited to):

- Virtualization of Resources, Outsourcing, and Cloud Service for Electronic Commerce Solution
- Adoption Issues for Cloud Computing and Cloud Service
- Marketing and Customer Relationships on Cloud Service
- Impacts on Business Process Management and Business Functions, e.g., Staffing, Finance, Marketing, Insurance, Logistics, and etc.
- Using Cloud Computing and Cloud Service for Value Chain Management
- Empirical Cases on the Public, Community, Hybrid, and Private Clouds (e.g., office and family cloud).
- SaaS, PaaS, and IaaS
- Business Models and the Cloud Service
- Service in the Air: Content Delivery, Software Usage, Utilities, and etc.
- Cloud Service in Government, Education, Finance & Banking, Manufacturing, Tourism, and other industries.
- Solutions for the Small and Medium Firms or the Giant Enterprises
- Extended Web 2.0 in Cloud
- Social, Cultural, Security, and Ethic Issues as the Table Stakes
- Future Applications (e.g., cloud systems and customization)

Important Dates:
Deadline for Submission: May 1, 2011
Paper acceptance/rejection: July 30, 2011
Revised paper submission: Sep 30, 2011
Final paper submission: Oct 15, 2011
Online publication date: Nov 2011

Submission Guidelines:
JECR publishes original empirical research, theoretical and methodological articles, evaluative and integrative reviews, field research, business surveys, and application papers of interest to a general readership. A submission based on a paper appearing elsewhere (such as conference proceedings or newsletters) must have major value-added extensions to the earlier version. For conference papers, it should have at least 30% new material. The submitted manuscripts should follow the format as suggested in the Submission Guideline found in the journal website: http://www.csulb.edu/journals/ject/s_guide.htm

Of particular note is that the manuscript should be prepared in Microsoft Word format. The names, affiliations, and contact information (i.e., phone, fax, email addresses) of all authors should be provided only on the cover page and separated from the main text. The submitted paper will undergo a double-blind review. Contributing authors may be asked to serve as reviewers for the special issue. Authors may submit completed manuscripts electronically at any time prior to the May 1st 2011 deadline. Manuscripts and any questions should be directed to:
William Yu Chung Wang, PhD
Department of Business Information Systems
Faculty of Business and Law Auckland University of Technology Private Bag 92006
Auckland 1142, NZ
Email: william.wang@aut.ac.nz
Tel: 64 9 9219999 ext 5048

Huan-Ming Chuang
chuanghm@yuntech.edu.tw
National Yunlin University of Science and Technology, Taiwan
Tel: 886 5 5342601 ext 5325