



**Call for Papers for a Series of Special Issues**  
*Electronic Commerce Research and Applications*  
**Social Commerce**



**Background.** Social media have significantly shaped the emergence of new commercial and shopping channels on the Internet. *Social commerce* can be broadly described as a form of Internet-based social media that allows people to participate in the marketing, selling, comparing, and buying of products and services in online marketplaces and communities. According to the strategy and technology consulting firm, Booz Allen Hamilton, the value of the social commerce market is estimated to reach US\$5 billion in 2011, and should grow to about US\$30 billion in another five years. Social commerce connects customers as well as sellers. The use of social technologies enhances and defines the shopping experience and provides a unique opportunity to forge relationships and influence buying behavior. More and more people use social media as a source of information about companies, brands, products, and services. The growth of social commerce rests in large part on the ubiquity of social networking infrastructure and applications such as Facebook, Bazaarvoice, Groupon, Amazon, and Zynga. Thus, social commerce is having an increasing impact on consumers, businesses, and individual sellers.

**Purpose.** The primary goal of this special issue of ECRA is to foster research in the intersection between social networking and e-commerce, on how social networking has been enhancing and expanding e-commerce, on how e-commerce broadens the applications and utilizations of social media, and on how recent technological and marketplace developments seem to be leading to social commerce. Research contributions involving emerging technologies, current issues and future perspectives that will shape social commerce practice and development are encouraged and welcome. This special issue aims to bring together scholars who can offer new and visionary perspectives on a broad spectrum of key subjects related to social commerce.

**Guest Editors.** This special issue series will be co-edited by:

- **Lina Zhou**, University of Maryland Baltimore County
- **Ping Zhang**, Syracuse University
- **Hans-Dieter Zimmermann**, FHS St. Gallen, University of Applied Sciences, Switzerland.

The Sponsoring Editor for this special issue is Rob Kauffman, ECRA's Editor-in-Chief.

**Topics.** The special issue welcomes all types of research perspectives and methodologies, such as design science, behavioral science, behavioral economics, and management and strategy, as well as theory, analytical modeling, empirical methods, and interdisciplinary approaches. Relevant topics include:

- Trust and diffusion in social commerce contexts
- User modeling and personalization in social commerce
- Consumer behavior in social commerce
- Culture issues involved in social commerce and social shopping
- Social media collaboration, and user-generated content for social commerce
- Drivers of accessibility in social commerce networks
- Technological developments and platforms for social commerce
- Applications that enhance the social commerce experience
- Social recommender systems, and the role of social media in e-marketing

- Data mining and living analytics in social media social for business and consumer insights
- Privacy, security and fraud detection in social commerce
- Social business strategy, adoption and diffusion issues, growth and barriers to success
- Prospective and retrospective assessment of the business value of social commerce systems
- Digital couponing, group-buying and business models of social commerce
- Gamification, behavioral economics approaches, and location-based social commerce

**Submission Deadline.** The final deadline for first submissions of full papers is **February 15, 2012**, and the submission window is open from the time this call was posted in July 2011 up to the deadline.

Authors are encouraged to submit abstracts to the special issue editors prior to **October 15, 2011** as a means to gauge their interest and get suggestions on developing a special issue paper. Papers will be assigned for review as they are received, and acceptance decisions will be made on a rolling basis over time, as appropriate to the development of high quality research for publication.

**Submission Guidelines.** Only original and unpublished research papers will be considered. Authors should limit their initial submissions to no more than 32 double-spaced pages, and use 11 or 12-point font with appropriate margins, inclusive of all materials (references, figures, tables and appendices). Author names and affiliations should be listed on the first page of the paper; the reviewing will be single blind only, as is customary with ECRA. All papers should be submitted to the submission system at <http://ees.elsevier.com/ecra>, via the ‘Social Commerce Special Issue’ tab at the ‘Article Type’ step in the submission process. Authors should follow *Electronic Commerce Research and Applications*’ format at [http://www.elsevier.com/wps/find/journaldescription.cws\\_home/621289/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/621289/authorinstructions).

**Review Process.** The special issue editors will return first reviews and AE reports no later than 90 days from the date of submission on a rolling basis. We will use a developmental reviewing approach for this special issue series, with the aim of helping authors to achieve very high quality final publications. Depending on the demand from interested authors, we are open to have multiple special issues that are dedicated to social commerce issues. Authors should expect to receive two or three reviews, depending on the contents of their work. Second and third round reviews, as needed, will be completed on an expedited basis, if authors are able to turn their revisions around quickly. We also will provide special issue authors with an indication as early as possible of rejection for the special issue. Inappropriately targeted or under-developed papers will be returned immediately to the authors.

**Publication.** The publication of the first special issue will occur on a ‘best effort’ basis some time in 2013, however, e-publication via Science Direct ([www.sciencedirect.com](http://www.sciencedirect.com)) will occur shortly after acceptance and the completion of a corrected proof. The actual dates of publication will depend on the timing of completion of the articles that the first special issue will contain, and also is subject to the editorial staff’s and publisher’s ability to schedule the articles. ECRA’s current goal is that special issues should be published no later than six months after the last article of the issue is completed and sent to production by the authors and special issue editors.

**Background Reading on Social Commerce.** We recommend the following articles to interested authors:

- Stephen, A., and Toubia, O. Deriving value from social commerce networks. *J. Mktg. Res.*, 47, 2, 2010, 215-228.
- Wesson, D. Social commerce: the case for redesigning the shopping experience. David Wesson’s Digital Culture: Social Media Marketing, Innovation and Digital Dialogue. Blog, November 15, 2010. Available at [davidwesson.typepad.com/david\\_wessons\\_digital\\_cul/2010/11/social-commerce-strategythe-case-for-redesigning-the-shopping-experience-.html](http://davidwesson.typepad.com/david_wessons_digital_cul/2010/11/social-commerce-strategythe-case-for-redesigning-the-shopping-experience-.html).
- Wang, C., and Zhang, P. The evolution of social commerce: An examination from the people, business, technology, and information perspective. *Communications of the AIS*, 2011, in press.