Special Issue Call for Papers

AIGC-based Business Innovation and Theoretical Exploration

Guest Editors

Kai Li, Nankai University, China

Yang Li, Shandong Normal University, China

Jingjun David Xu, City University of Hong Kong, Hong Kong SAR, China

Submission Open Date: September 1, 2023

Submission Deadline: December 31, 2023

Special Issue on "AIGC-based Business Innovation and Theoretical Exploration"

Electronic Commerce Research and Applications

Purpose

AI-generated content (AIGC) is machine-made text based on human search queries. For e-commerce businesses, AlGC not only makes advertisements to attract customers efficiently but also provides personalized interfaces immediately. The growing development of AIGC represented by ChatGPT has attracted widespread discussion in the industry and academia. Although AIGC offers benefits, such as quick turnaround, cost-effectiveness, better SEO, and no writer's block, we also face the challenges brought by applying AI to generated content, including concerns of plagiarism, potential devaluation, inconsistent quality, and human vetting requirements.

This special issue calls for original high-quality papers that address broad areas of e-commerce challenges and issues in the electronic commerce industry concerning AIGC to provide technical, managerial, and policy implications. Topics of interest include, but are not limited to the following:

- The Adoption and Application of AIGC in E-Commerce
- Personalized Content Generation
- AI-Powered Customer Support
- Consumer Responses to AIGC Ads in E-Commerce
- AI for Social Commerce
- AI-Driven Visual Content Generation
- AI for Sentiment Analysis in E-Commerce
- The Risks Control and Management of AIGC in E-Commerce
- AI-Driven Fraud Detection and Prevention
- Ethical and Legal Implications of AIGC in E-Commerce

Important Dates

- Submission system opens: Sep 1, 2023
- Paper Submission Deadline: Dec 31, 2023
- First review decisions: Mar 31, 2024
- Revised manuscripts due: Jun 30, 2024
- Acceptance decisions: Sep 30, 2024

Submission Guidelines

All papers should be submitted via ECRA's submission system at https://www.editorialmanager.com/ecra/. Authors should select the "VSI: AIGC" tab when they reach the "Article Type" step in the submission process. Authors should follow Elsevier's manuscript format, which can be found on the journal's homepage at https://www.journals.elsevier.com/electronic-commerce-research-and-applications/.

The publication of Special Issue papers occurs as soon as possible after their completion using a method called 'Article-Based Publication' (ABP). This ensures the rapid publication of individual papers. Our experience suggests that acceptance occurs between 6 to 12 months after a paper's initial submission, and if it is accepted, it will reach publication in just a month. Authors are encouraged to submit their papers as early as possible to accelerate the review process. For further enquiries, please contact the Guest Editor.

Guest Editors

Kai Li,
Nankai University, China,
likai@nankai.edu.cn

Yang Li,
Shandong Normal University, China,
cnjnly@sdnu.edu.cn

Jingjun David Xu,
City University of Hong Kong, Hong Kong SAR, China,
davidxu@cityu.edu.hk