

Topical Collection

Customer Relationships in Electronic Commerce

Message from the Collection Editor

With the rapid growth of information technology, customer relationship management has attracted an increasing amount of attention as a new strategy for companies. To acquire new customers and retain old customers, many companies tend to use information technology, such as big data, mobile devices, social media, Internet of Things, Artificial Intelligence, Cloud computing, to improve their services for customers. Currently, information technology is a necessary enabler of customer relationships in most organizations to store and analyze huge amounts of customer data and provide better values for customers. Moreover, the interaction interfaces between companies and customers will be changed. Through mobile devices, social media, Internet of Things, Artificial Intelligence, and Cloud computing, the contact points with customers will be more effective and affordable.

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