

A close-up photograph of a white computer keyboard. The central focus is a key with a green icon of a shopping cart and the text 'e-commerce' in green. Other visible keys include 'Caps Lock', 'Fn', and a key with a right-pointing arrow.

Malaysian E Commerce Journal (MECJ)

HEAD OFFICE ADDRESS:

Zibeline International Publishing Sdn Bhd
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ISSN: 2616-5155 (Online)

Price:
Single issue: 50 MYR
Price for abroad
Single issue: 25 USD

Web:
www.myecommercejournal.com

E-mail:
info@zibelinepub.com

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Editorial

Malaysian E Commerce Journal is the leading refereed quarterly devoted to advancing the understanding and practice of electronic commerce. It serves the needs of researchers as well as practitioners and executives involved in electronic commerce. The Journal aims to offer an integrated view of the field by presenting approaches of multiple disciplines. Electronic commerce is the sharing of business information, maintaining business relationships, and conducting business transactions by digital means over telecommunications networks. The Journal accepts empirical and interpretive submissions that make a significant novel contribution to this field.

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