

A close-up photograph of a white computer keyboard. The central focus is a key with a green shopping cart icon and the text 'e-commerce' in green. To the left, a 'Caps Lock' key is visible, and to the right, an 'Fn' key is partially visible. The background is a blurred view of other keyboard keys.

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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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