

Editor's Comment:

I regret to admit that the author has failed to address the recommendations made by respected reviewers. At least three reviewers suggested improving the research component by going deeper into the literature, and I must agree with these recommendations. The author has neglected these recommendations by saying that e-commerce is a new field of study. Right, it is rather new, but there have been far more than twelve papers published. The manuscript fails to meet the standards of a research paper. The author should make a comprehensive review of the literature, reveal gaps in studies, demonstrate how the paper addresses and narrows these gaps, how the findings are different from those made by other scholars previously, and what are the implications of the study for future research and policies. Also, the methods must be explained and discussed thoroughly.

Editor's Details:

Dr. Vasilii Erokhin
School of Economics and Management, Harbin Engineering University, China.