

**CFP Special Issue on “Discovering Chinese-driven Technologies: Connecting Global Communities”**

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**Special issue information:**

The rapid emergence of Chinese-driven technologies has transformed innovation landscapes across industries, firmly establishing China as a global leader in technological advancement (Jiang & Murmann, 2022). Groundbreaking innovations in e-commerce, social media, entertainment, and logistics have revolutionized traditional business models and reshaped consumer experiences (Bai et al., 2023; Li et al., 2024; Ma & Hu, 2021). Super apps like WeChat exemplify China’s distinctive approach to platform development by seamlessly integrating multiple functionalities, ranging from payments and communication to shopping and entertainment, into a unified ecosystem (Jia et al., 2022; Peng et al., 2023). The dominant smart business ecosystems (Gretzel et al., 2015) in China, exemplified by platforms like TikTok, have significantly shaped the global virtual experience.

We address the comparison of Chinese (super)apps and platforms with US- and other global competitors. A notable digital divide exists where international travelers face challenges using unfamiliar Chinese platforms when visiting Chinese destinations, while mainland Chinese users cannot access Western services such as Google, Facebook, and emerging AI platforms. This separation has created two distinct digital worlds in the 21st century, hindering seamless information exchange and contributing to mutual misunderstanding between users on both sides. Nevertheless, technological advancements continue to create opportunities for cross-cultural connection. The unique governance structures, cultural influences, and consumer behaviors that shape Chinese ecosystems are often oversimplified or neglected in comparative analyses with Western counterparts (Alt, 2021, Guan et al., 2022; Wang et al., 2022). Additionally, the rapid evolution of Chinese-driven technologies, such as super apps

and live-streaming commerce, poses significant challenges to existing market structures and cultural norms, particularly in their approaches to handling user data and ensuring algorithmic transparency (Roberts et al., 2021). Ethical challenges, including data governance, algorithmic bias, and privacy concerns, remain underexamined, particularly regarding AI-powered platforms (Koo et al., 2021) and their long-term effects on societal norms and market dynamics (Ryu et al., 2024). Addressing these gaps is imperative to develop a holistic understanding of both the opportunities and challenges posed by Chinese-driven technologies.

To respond to these research needs, *Electronic Markets* is pleased to announce a call for papers for a special issue dedicated to exploring the multifaceted relationship between Chinese-driven technologies, platform innovation, and their ecosystems. The goal is to provide a comprehensive understanding of how these technologies are applied and transformed across various sectors, how platforms drive technological advancements, and the distinctive evolution of Chinese ecosystems in comparison to their Western counterparts.

**Platforms and Ecosystems**-Platform Evolution in China: From Super Apps to All-in-One Ecosystems

**Shopping**-AI-Driven Personalization and Recommendation in Chinese E-commerce Platforms

**Marketing**-Smart Tourism Marketing and Behavior by the Chinese Consumers

**Entertainment**-Enhancing Tourism Experiences with Virtual Reality/Augmented Reality/Metaverse

**Technological Innovation and Sustainability**-Sustainable Technologies in Chinese Ecosystems

**Macro and Societal Implications**-Impact of Chinese Platforms on Global Market Structures and Competition

**Global Views and Implications by Chinese vs. Western Approaches**-Role of Government, Governance, and Regulations

**Ethical Considerations**-Ethical implications of data collection, content moderation or algorithmic bias and fairness in Chinese digital platforms

**Platform governance and design** (e.g., transparency in e-commerce, digital inclusion and accessibility)

**AI-driven Smart Tourism**-Smart experiences, Smart destinations, Smart consumers

## **Submission**

### **Important deadline**

**\* Submission deadline: June 30, 2026**

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