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Track 17: E- and M-Business

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Introduction

The convergence of Information and Communication Technologies along with the continual close of the digital gap has enabled the development of several novel e-business and m-business applications and services. These developments have created a new social and business reality, including business transactions conducted through e-marketplaces, social and business relationships built through Web 2.0 services, ubiquitous services delivered through wired and mobile networks, and new forms of data collection (e.g. RFID). The delivery of such services have required unique application designs and appropriate business strategies in forms of new business models. Researchers in the areas of electronic and mobile business are challenged to identify promising application domains for the emerging Internet and mobile technologies, explore how to design and implement novel applications, and investigate the adoption of these applications by individuals and organizations. The impact of new electronic and mobile technologies on inter-organizational transaction processes, as well as on the strategy, structure and management of modern organizations is also set at the center of the research attention.

The purpose of this track is to provide a forum for examining emerging research questions and issues related primarily to the design and management aspects of electronic and mobile business. To this end, research papers applying a theoretical, conceptual, or empirical approach to the above perspectives are welcome.

Suggested topics (a non-exhaustive list):

- Business-to-business e-marketplaces
- e-marketplaces for SMEs
- e-negotiation and e-auction mechanisms
- e-Supported Innovation
- Social networking services in Web.20

- m-Business and Ubiquitous Services
- Context Aware Applications
- Design, implementation and evaluation of innovative e-/m-business applications
- Innovative e-/m-business models
- Strategic and managerial issues in e-/m-business
- Value creating networks and communities
- Virtual Organisations
- Security in e-/m-business
- Ethical Issues in e-/m-business
- Case Studies in industry and public organizations

BIOS of track co-chairs

Adamantia Pateli is a Lecturer at the Ionian University, Greece. She holds a B.Sc. Degree in Informatics from the Athens University of Economics and Business (AUEB), a Masters Degree in Electronic Commerce from the University of Manchester Institute of Science and Technology (UMIST), and a PhD degree from the Department of Management Science and Technology from the Athens University of Economics and Business (AUEB). She has eleven years research experience in the areas of e-commerce and mobile and wireless business through her participation in more than fifteen national and European-funded projects. She has published twenty five research articles in several European and international journals and conferences. She serves as editorial board member of the Operational Research, an International Journal and the International Journal of E-Services and Mobile Applications. Her current research interests lie in the areas of e-business models, eGovernment, technology innovation, value creating networks, and mobile and wireless business.

Andreja Pucihar is an Assistant Professor at the Faculty of Organizational Sciences, University of Maribor in Slovenia. She received her PhD in Management of Information Systems in 2002. Since then she teaches eBusiness, MIS and Business process reengineering, eGovernment and ERP courses. She is a member of eCenter and Head of eMarkets Laboratory. She is also a contact person for LivingLab in the field of eMarkets, eSMEs and eGovernment. Since 2006 she is heavily involved into the EU and national funded projects. Since 2009 she is a chair of Bled eConference. She is also an editorial board member of the Journal of Theoretical and Applied Electronic Commerce Research. Her current research interests include: eBusiness, eCommerce, eMarkets, SCM, new e-business models and eGovernment.

Hans-Dieter Zimmermann is head of the Swiss Institute for Information Research SII and Professor for Information Management and at the University of Applied Sciences HTW Chur, Chur, Switzerland. Furthermore, he is an associate editor of Electronic Markets - The International Journal on Networked Business. He studied Business Administration and received his doctoral degree in Information Management from the University of St. Gallen, Switzerland. Before joining the HTW Chur in 2006, he was a professor at the University of Muenster, Department of Information Systems, Germany. Until 2004 he worked as a senior research associate and senior lecturer at the Institute for Media and Communications Management at the University of St. Gallen, Switzerland. There he was responsible for the Competence Center Electronic Markets CCEM, founded in 1989 as an industry sponsored research group, and further related research projects. Prior to that he was in charge of the Electronic Mall

Bodensee - Project (1995-96), which developed one of the first electronic marketplaces in Europe, and the Competence Center TeleCounter (1992-94), which developed an Internet-based Online banking solution in cooperation with Swiss banks. Both projects resulted in various spin-offs. Hans-Dieter's major research interest concerns changing patterns of communication and interaction arising from the emerging Digital Economy. He is especially interested in the fields of Electronic Markets and Electronic-, Mobile-, or 'Ubiquitous' Business, or, in more general terms, in the increasing importance of 'information' in societies and its impact, especially on value creation. Developments to watch are especially the areas of 'Ubiquitous Computing', 'Ambient Intelligence', or 'Web 2.0'.