

# 4<sup>th</sup> Mediterranean Conference on Information Systems

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[www.mcis2009.org](http://www.mcis2009.org)

## Track: Information Systems and Marketing

### Track Co-Chairs

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### Introduction

The extended exploitation of advanced Information Systems for commercial purposes (e.g. web-based retail stores, CRM and business intelligence applications, pervasive information systems, etc.) radically transforms the way of managing customer relationships, applying integrated marketing communication activities, designing electronic retail stores, providing customer service, investigating consumer-user behaviour, developing strategic marketing planning programs, interacting with stakeholders, etc. Indicatively, an online user interacting with a web-based information system constitutes at the same time a consumer visiting an online retail store to buy products and/or services. It is crucial, therefore, to investigate his/her behaviour and evaluate the performance of the electronic store through an interdisciplinary research approach (e.g. Human Computer Interaction, Retailing, Consumer Behaviour, Evaluation of Information Systems, etc.). Similarly, advanced information processing mechanisms (e.g. data mining, business intelligence applications) reposition established marketing research methods and practices providing through that huge opportunities for research initiatives in that field. To that end, traditional Marketing theories and models can well serve as a starting point for research attempts towards investigating how Information Systems dynamics transform established Marketing knowledge or create new one.

The objectives of the track are to bring together researchers from both Information Systems and Marketing domains that employ, however, an interdisciplinary approach in their research efforts. Finally, both technical-empirical and theoretical papers (full or short research-in-progress papers) are welcome but not limited to the following categories:

### Suggested topics (not limited to):

- Information Systems and User-Consumer Behaviour
- Electronic Customer Relationship Management (e-CRM)
- Marketing/Business Intelligence and Data Mining for Marketing Research
- Strategic Marketing Information Systems
- Information Systems and Marketing Theory
- Services Marketing through Information Systems

- Integrated Marketing Communications through Innovative Information Systems
- Information Systems and Marketing in non-B2C Relationships (e.g. B2B, C2C, B2G, G2C, etc.).
- Electronic Retailing (e-Tailing)
- Multichannel Retailing and Pervasive Commerce

### **Publishing opportunities**

Best papers submitted and presented at the MCIS 2009 “Information and Marketing” track will be considered for submission and possible publication in the following Journal’s special issue:

- *International Journal of Internet Marketing and Advertising*

### **Important Note:**

This special issue is based on a collection of best papers presented in “Information Systems and Marketing” track at the *4th Mediterranean Conference on Information Systems (MCIS 2009)*. Although public submissions are welcome, authors are encouraged to submit their papers to MCIS 2009 for presentation before the conference submission due date of April 15 (read more from <http://www.mcis2009.org/>). Initial format of the paper is not limited; only the final format of the accepted paper must follow the author guidelines of the specific publication (i.e., either the conference proceedings or the Journal). Papers submitted to this special issue via the JMS portal will be reviewed after the MCIS 2009 conference, rather than on the normal rolling basis.

### **BIOS of track co-chairs**

Dr. Adam P. Vrechopoulos is an Assistant Professor at the Athens University of Economics and Business (AUEB), Department of Management Science and Technology (DMST) and Scientific Coordinator of the Interactive Marketing and Electronic Services (IMES) research group at the ELTRUN Research Center at AEUB-DMST. His research work is interdisciplinary in the areas of Digital Marketing and Electronic Retailing. He holds a Ph.D. from Brunel University at UK, an M.B.A. from ALBA, and a B.Sc. in Information Systems from AUEB. He has participated in many funded research projects and acted as researcher at the Electronic Business Interaction Research (EBI) Group at Brunel University. He has published more than 70 papers in peer reviewed journals (*Information Systems Journal, Journal of Retailing, Journal of the Academy of Marketing Science*, etc.) and academic conferences, 3 books and has acted as a reviewer for several international journals, member of conferences' scientific program committees, conferences' track and session chair and books' editor. He has supervised several PhDs successfully and he is regular speaker in academic and business conferences and seminars. He is the 2002 "Gold Award" winner of the ECR Europe Academic Partnership Award. Before starting his academic career he worked in the industry in marketing, sales and project management positions.

Dr. Ioannis Kopanakis is an Assistant Professor and Head of the Dept. of Commerce and Marketing at the Technological Institution of Crete, Greece. He is the scientific Director of the e-Business Intelligence Lab ([www.e-bi.gr](http://www.e-bi.gr)). He holds a Diploma in computer science from the University of Crete (1998), Greece, an MSc in information

technology (1999), and a PhD in computation (2003), both from UMIST, UK. His research interests include data mining, visual data mining, and business intelligence. He has been involved in Fifteen Hellenic and in three European research programs. He has published more than thirty papers in journals and refereed conferences. His publication “Visual Data Mining Modelling Techniques for the Visualisation of Mining Outcomes” was the fourth most requested article for 2004 of the Journal of Visual Languages and Computing and in the ScienceDirect TOP25 Hottest Articles. He is a member of the organizing committee of the New Technologies and Marketing conference and he has acted as a reviewer for several international journals and member of conferences' scientific program committees. Before starting his academic career he worked in the IT industry in R&D departments. For more information, please visit: [www.e-bi.gr/kopanakis](http://www.e-bi.gr/kopanakis).