

## ICEC 2008 - Semantic technology moving towards interoperability

### Tenth International Conference on Electronic Commerce Innsbruck, Austria, August 18-22, 2008

**The International Conference on Electronic Commerce brings together the top of the scientific research community in e-commerce and e-business from all over the world.**

The adoption and ubiquity of modern Internet access provides rich and varied opportunities for innovation and improvement of businesses. Over recent years, developments have led to a shift in the way business is conducted, from providing new and innovative service frameworks for B2B, to increasingly sophisticated, Web 2.0 services to improve the B2C user experience. Simultaneously, advances in the use of devices, as well as AI techniques have provided better and more varied access to e-commerce systems as well as facilitating greater autonomy in the way business is conducted. The Internet offers unique opportunities for individuals, businesses and governments to seek new ways of providing novel services, both qualitatively and quantitatively at substantially lower costs. Although many challenges remain, advances in Service Oriented Architectures and Semantic Web have opened up new models and avenues for research and exploitation.

The International Conference on Electronic Commerce (ICEC) provides a forum to share invaluable experience of good practices and pitfalls in strategy planning, design, development, engineering and implementation of e-services.

ICEC 2008 will feature:

- invited keynote presentations
- panels on topical issues on technology, business and public policy
- refereed paper presentations on emerging and continuing research issues
- tutorials and workshops in seven thematic tracks
- demonstration and posters
- an exhibition, and
- a doctoral consortium

The conference will be organized into several tracks, which focus on the latest developments and innovations in e-commerce in the following areas of interest:

1. **Business-to-business e-commerce:** adoption of IOS, technologies for interoperable processes, and e-collaboration for global reach;
2. **Business-to-consumer e-commerce:** trends, problem areas, and solutions with emphasis on emerging markets;
3. **E-government, policy and law:** state-of-the-art and future regulation of e-commerce, including public strategies in limiting illicit activities and copyright violations;
4. **Business/Enterprise Architectures:** state-of-the-art and strategies for unifying extended enterprise resource base;
5. **Mobile and pervasive commerce:** alternative interaction metaphors that facilitate context aware, geo-spatially relevant services to users in novel environments;
6. **Electronic Markets and Multiagent Systems:** autonomous, intelligent, decentralized systems, that utilized AI-based and game-theoretic approaches to facilitate both heuristic and theoretically sound decision making;
7. **Semantic Web ontologies, rules and services:** decentralized knowledge-based systems and methodologies that support the exchange of information (including workflows, policies, services and ontological knowledge) in dynamic and heterogeneous environments.

For more information about the conference and the submission process please visit our website at: [www.icec08.org](http://www.icec08.org)