



## ICEC 2008

### Tenth International Conference on Electronic Commerce Innsbruck, Austria, August 19-22, 2008

#### Call for Submission

**Extended deadline for paper submission: March 28, 2008**

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.

## Papers

Authors are encouraged to submit high-quality research papers describing the latest research and developments in the above-mentioned fields. Submissions encompassing other areas are welcome, but authors are advised to contact program chairs to discuss relevance before submission.

Papers should not have been submitted for review, accepted for publication, or already published elsewhere. All submitted papers will be reviewed on the basis of technical quality, relevance, significance and clarity. All accepted papers will be published in the conference proceedings. Initial submissions for review should be no longer than 10 pages. Papers must be submitted in PDF, according to the ACM Proceedings Format (<http://www.acm.org/sigs/pubs/proceed/template.html>). For any inquiries relating to a paper proposal please contact: Jups Heikkilä; Terry Paine (ICEC 2008 Program Co-Chairs) at: [jups@cc.jyu.fi](mailto:jups@cc.jyu.fi); at [trp@ecs.soton.ac.uk](mailto:trp@ecs.soton.ac.uk)

## Workshops and Tutorials

The Workshop Track is a multi-dimensional channel aiming to share a wide variety of industry and educational knowledge and experience. This is a useful channel to report on the latest trends in e-commerce, inform others about cutting-edge technology and the necessary skills to advance within the IS/IT profession. Workshops can be created to discuss the challenges and achievements of new technologies and e-business applications, educating students, innovating and working with the industry, transferring and creating new knowledge between academia and industry, and for other industry and academic related experiences. This channel is used to contribute to our profession's body of knowledge through the sharing of unique and timely findings.

Proposals for workshops and tutorials should include:

- Title of the workshop or tutorial
- Description of topic(s) and content(s) of the workshop or tutorial
- Aims (theoretical and/or practical) of the workshop or tutorial
- Detailed contact information of the workshop organizer(s) or tutorial presenter(s)
- Length (half day or one day) of the proposed workshop or tutorial
- Short description of the audience to which the workshop/tutorial is addressed and estimated number of participants
- Schedule and agenda of the workshop or tutorial
- Resources (other than room) required to be provided by the conference organizer
- Proposals should be related to at least one of the conference themes

The general selection criteria for acceptance of workshop/tutorial proposals include the following:

- What is the relevance and significance to our fields?
- Is the proposal useful and practical?
- Does it represent forward thinking—was it visionary?
- Is the presentation appropriate to the category and time frame selected?
- Is it focused on the educator and/or the corporate executive?
- Is there demonstrated knowledge of the subject matter?
- Does the proposal incorporate the conference theme?

Please submit your workshop or tutorial proposal through the online system available and accessible at the website of the conference <http://www.icec08.org>. For any inquiries relating to a workshop or tutorial proposal please contact: Marianna Sigala (ICEC 2008 Workshop Chair) at [m.sigala@aegean.gr](mailto:m.sigala@aegean.gr); Manfred Hauswirth (ICEC 2008 Tutorial Chair) at [manfred.hauswirth@deri.org](mailto:manfred.hauswirth@deri.org)

## Doctoral Consortium

The ICEC Doctoral Consortium aims at bringing together doctoral students within the fields of e-commerce and e-business to open their work up to discussion in an international forum, and to obtain valuable feedback from their fellow scientists with respect to both topic-specific research issues, and research methodology. Students will be asked to submit an extended abstract (of about 5 pages), structured in accordance to a pre-defined template, whose focus is on the key methodological components required for a sound research narrative. Generally speaking, priority will be given to

1st/2nd year PhD students, because they are still in the process of defining the scope of their research. However, all PhD students are welcome and encouraged to apply.

The Doctoral Consortium is open to all PhD students carrying out research on topics related to electronic commerce or electronic business (see below). The applicants are required to send an extended abstract of their doctoral work, which should address the following aspects:

- What is the research problem of the PhD thesis and why is it relevant for the e-commerce or e-business areas?
- What is the state of the art in the field, where do you see room for improvement and why is it feasible to assume your work will have chance to achieve progress?
- What are the main contributions expected?
- What are the real-world use cases (applications, target audience) which are likely to benefit from your work?
- What is the general research approach followed?
- What has been achieved so far?
- What the evaluation method applied or planned to be applied?
- What are your plans for future work?
- Topics of interest to the Doctoral Consortium include (but are not restricted to) the conference themes

The submissions should not exceed 5 pages and be formatted according to the ACM Proceedings Format (<http://www.acm.org/sigs/pubs/proceed/template.html>). Applicants should also specify (e.g., in a footnote to the paper) how long they have worked on their doctoral work. The submissions will be reviewed against the following criteria (in this order):

- Novelty and originality of the research work
- Rigorousness and scientific soundness of the overall approach and of the results so far
- Clarity of the presentation
- Relevance of the work with respect to the specified list of topics

The selected participants will be given the opportunity to open their work up to discussion in front of other students and an expert audience (either in a regular presentation session or in a poster session). For any inquiries relating to a doctoral consortium proposal please contact Elena Simperl (ICEC 2008 Doctoral Consortium Chair) at [elena.simperl@sti2.at](mailto:elena.simperl@sti2.at)

### **Demonstration and Poster**

ICEC hosts a demo track providing a stage for demonstrating cutting edge applications in the field of electronic commerce. Demo applications may comprise of academic prototypes as well as commercial innovations from industry. The demo track takes place on one afternoon during the conference. Submissions should describe the application in no more than 2 pages. Accepted authors are expected to prepare a poster depicting the application's functionality.

Submissions should describe the application in no more than 2 pages. Accepted authors are expected to prepare a poster depicting the application's functionality. For any inquiries relating to a demo proposal please contact Marco Zapletal (ICEC 2008 Demo Chair) at [icec08\\_demo@ec.tuwien.ac.at](mailto:icec08_demo@ec.tuwien.ac.at)

### **Submission Guidelines**

Please submit your proposals through the online system available and accessible at the website of the conference <http://www.icec08.org>

## Important Dates

Electronic paper submission: *March 28, 2008*  
Paper notification of acceptance: *May 25, 2008*  
Camera-ready versions: *June 20, 2008*

Workshop/tutorial proposals: *May 5, 2008*  
Workshop notification: *June 13, 2008*

Doctoral Consortium paper: *May 12, 2008*  
Doctoral Consortium notification: *June 9, 2008*  
Camera-ready versions: *June 23, 2008*

Associated events: *August 19, 2008*  
Conference dates: *August 20-22, 2008*

## Organizing Committee

Conference Co-Chairs: **Dieter Fensel**, University of Innsbruck, Austria  
**Hannes Werthner**, Technical University of Vienna, Vienna, Austria  
**Peter Mirski**, MCI Innsbruck, Austria

Local Organisational Chair,  
Publicity/Sponsorship Chair:  
Academic Program Co-Chairs: **Jups Heikkilä**, University of Jyväskylä),  
Finland  
**Terry Payne**, University of Southampton, UK  
**Marianna Sigala**, University of Aegean,  
Greece

Workshop Chair: **Marco Zapletal**, Vienna University of  
Technology, Austria

Demo and Poster Chair: **Manfred Hauswirth**, DERI Galway, Ireland  
**Elena Simperl**, University of Innsbruck,  
Austria

Tutorial Chair:  
Doctoral Consortium Chair: **Marcus Spieß**, University of Innsbruck, Austria  
**Iлона Zaremba**, University of Innsbruck,  
Austria

Industrial Liason:  
Conference Administrator: