



## ICEC 2008

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

#### Call for Papers

**PAPER SUBMISSION DEADLINE: 28<sup>th</sup> March 2008 (extended)**

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. Now in its tenth year, it returns again to Austria, after having been hosted in places as diverse as China, Canada, and The Netherlands.

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.

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.

### **Instructions for Authors**

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>).

### **Workshop and Tutorials**

Workshops and tutorials provide a useful channel to report on the latest trends in e-commerce, to discuss challenges and achievements and to inform others about cutting-edge technology and methods. They are designed for both academia and industry, and include interactive sessions wherein participants engage in collaborative learning, as audience members can expect to be actively included in discussions and debate during the sessions. Organizers are asked to submit a 5 page proposal, including a description of topics / content, aims, envisaged audience and agenda.

### **Doctoral Consortium**

The Doctoral Consortium aims at bringing together doctoral students within the fields of e-commerce / e-business to open their work up to discussion in an international forum, and to obtain 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, structured in accordance to a pre-defined template. The focus is on the key methodological components required for a sound research narrative. Priority will be given to 1st/2nd year PhD students; as they are still in the process of defining the scope of their research. However, all PhD students are welcome and encouraged to apply.

### **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.

### **Important Dates**

**Electronic paper submission: *March 28, 2008 – deadline extended***

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*

Demonstration / poster: *May 5, 2008*

Notification: *June 13, 2008*

Associated events: *August 19, 2008*

Conference dates: *August 20-22, 2008*

All submissions must be submitted electronically using the conference's online submission and review system available at <http://www.icec08.org/>, where detailed calls for the respective conference parts will be available.

## Organization

### Conference Co-Chairs

- **Dieter Fensel** (dieter.fensel@sti2.at), STI Innsbruck, Leopold-Franzens University Innsbruck, Austria
- **Hannes Werthner** (hannes.werthner@ec.tuwien.ac.at), Vienna University of Technology, Austria

### Academic Program Co-Chairs

- **Jukka Heikkilä** (jups@cc.jyu.fi), Department of Computer Science & Information Systems, University of Jyväskylä, Finland
- **Terry Payne** (trp@ecs.soton.ac.uk), School of Electronics & Computer Science, University of Southampton, UK

### Responsible Track Chairs

1. *Business-to-business e-commerce*
  - **Robert Johnston** (robert.johnston@ucd.ie), University of Melbourne, Australia
  - **Kai Riemer** (wikari@wi.uni-muenster.de), Westfälische Wilhelms University Münster, Germany
2. *Business-to-consumer e-commerce*
  - **Zhangxi Lin** (zhangxi.lin@gmail.com), Texas Tech University, Lubbock, US, and Southwest University of Finance and Economics, Chengdu, Sichuan, China
  - **Nikos Mylonopoulos** (nmylonop@alba.edu.gr), ALBA, Athens, Greece
3. *E-government, policy and law*
  - **Weiling Ke** (wke@clarkson.edu), School of Business, Clarkson University, New York, US
  - **Juha Laine** (juha.laine@soberit.hut.fi), Helsinki University of Technology, Finland
4. *Business/Enterprise Architectures*
  - **Lea Kutvonen** (lea.kutvonen@cs.helsinki.fi), Department of Computer Science, Helsinki University, Finland
  - **Jorge Sanz** (jorges@us.ibm.com), IBM, Almaden, US
5. *Mobile and pervasive commerce*
  - **Ora Lassila** (ora@lassila.org), Nokia Research Center, Cambridge, MA, USA
  - **Enrico Rukzio** (rukzio@comp.lancs.ac.uk), Computing Department, Lancaster University, UK
6. *Electronic Markets and Multiagent Systems*
  - **Peyman Faratin** (peyman@mit.edu), MIT, Cambridge, MA
  - **Juan A. Rodriguez-Aguilar** (jar@iia.csic.es), IIA-CSIC, Spain
7. *Semantic Web ontologies, rules and services*
  - **Richard Benjamins** (rbenjamins@tid.es), Telefónica R+D, ES
  - **David Martin** (martin@ai.sri.com), SRI International, Menlo Park, CA, USA

### Organisational as well as Publicity and Sponsorship chair

- **Peter Mirski** (peter.mirski@mci.edu), MCI Innsbruck, Austria

### Workshop Chair

- **Marianna Sigala** (m.sigala@aegean.gr), University of Aegean, Greece

### Tutorial Chair

- **Manfred Hauswirth** (manfred.hauswirth@deri.org), DERI, National University of Ireland, Galway, Ireland

### Doctoral Consortium Chair

- **Elena Simperl** (elena.simperl@sti2.at), STI Innsbruck, Leopold-Franzens University Innsbruck, Austria

### Demo and Poster Chair

- **Marco Zapletal** (marco.zapletal@ec.tuwien.ac.at), Vienna University of Technology, Austria

### Industrial Liaison and Exhibition Chair

- **Marcus Spieß** (marcus.spies@sti2.at), STI Innsbruck, Leopold-Franzens University Innsbruck, Austria