



E-business – Adding Value

Track Chair

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Launched at EURAM 2005 in Munich, this track offers a forum for sharing and discussing research in the areas of e-commerce, e-marketing, e-business, e-service, e-government, e-learning and the social web. Submissions may be purely theoretical or based on empirical research. Research strategies could include: analytical case studies, industry analyses, quantitative approaches, human communication interaction studies, and ethnographic studies.

Papers are sought which address one of the following key themes:

Communication and consumption, examining the communication with, and experiences of, the on-line consumer including: e-marketing and branding; usability; on-line consumer behaviour; and e-entertainment.

E-societies and economies, exploring the topography of the digital environment, and the social, economic, technological, political and cultural factors that are shaping that environment including: knowledge economies; electronic markets; e-government and e-citizenship; and, legal, political, ethical and privacy issues.

Information and mobility, exploring the implications of mobile and pervasive wireless technologies and applications for consumers, businesses, governments and healthcare.

The Social web, exploring Web 2.0 technologies, online business communities, social networks, virtual world experiences, and business models in virtual worlds.

E-business models and strategies, focussing on the development of new theories for organisational activities in the e-environment, such as, e-tailing, e-banking and e-service delivery, and, e-learning.

Managing linkages, probing business relationships, alliances, interfaces, and the coordination of digital and other resources including: channel management; e-logistics; e-supply chain; and, e-CRM systems.