



# Association for Information Systems

*The premier global organization for academics specializing in Information Systems.*

## Special Interest Group on Agent-Based Information Systems

### **The Sixth Workshop on e-Business (WEB 2007) A Pre-ICIS Workshop Sponsored by AIS SIGeBIZ December 9, 2007, Montreal, Quebec, Canada**

Workshop Website: [www.ebusinessworkshop.org](http://www.ebusinessworkshop.org)

#### **Track Theme: Customer-Centric Information Systems**

Track Chair: Victoria Yoon, University of Maryland Baltimore County

#### **Call for Papers**

##### **Workshop Aims and Objectives**

The rapid growth of the Internet based commerce has dramatically changed the role of information systems (IS) in business and society. Transforming and extending traditional businesses into e-business service platforms has become a global phenomenon. New e-business technologies and applications are enabling a new set of business models, creating new industry sectors, and redefining relations and processes within and across organizations. The purpose of this workshop is to provide an open forum for researchers and practitioners who are interested in issues related to e-business to share research findings, explore novel ideas, and collectively discuss and chart trends and future directions in this exciting area.

The theme of this year's workshop is Customer-Centric Information Systems. Looking back at the short history of the field, the first generation of IS systems may be best characterized as facilitating technology utilization for centralized business applications. The second-generation systems were more decentralized and business process-oriented. We suggest that customer-centric IS are driving a new, third generation, where business competitiveness is largely determined by the ability to use technology not just to create value but also to electronically deliver value directly to customers and build interactive relationships with them. A newly emerging focus in system development is designing and configuring the various components of customer-oriented value chain to meet the ever-changing customer value proposition.

This workshop specifically seeks papers that are directly related to questions concerning the roles and functions of consumers in the design and application of business information systems. We invite research articles on a broad range of issues related to customer-centric IS, including technical, managerial, economic, or business strategy perspectives. Researchers who examine modeling, architectural, analytical, theoretical, and empirical questions of customer-centric IS and industry cases are particularly encouraged to submit their work to the workshop. But we also welcome submissions on more general e-business issues that have become the traditional



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core interest of this workshop. Topics of Interest Topics welcome at the workshop include, but are not limited to:

- Agent-based information systems
- Collaborative e-business systems and applications
- e-Business architecture and modeling
- e-Business process integration and management
- e-Business standards development
- e-Business strategies and subscription-based services
- e-Marketplace and B-to-B e-commerce
- Enterprise Web portals
- Intelligent e-business systems and applications
- Mobile customer applications
- On-demand services and computing
- Organizational impact and market structure of customer-oriented e-business models
- Recommendation or personalization systems
- Service-oriented architecture (SOA)
- Service-oriented e-business
- Social computing and social network applications
- Web2.0 related issues
- Web analytics and intelligence
- Web mining
- Web services and semantic web
- Web-based knowledge management

### **Paper Submission and Publication**

All papers must be submitted online at [www.ebusinessworkshop.org](http://www.ebusinessworkshop.org) and will be blindly reviewed. We solicit both complete research and short research-in-progress submissions. Complete research papers should be no more than 12 pages in length, including the abstract, text, figures, tables, and references. Short research-in-progress papers should not exceed 7 pages. All texts (excluding title and section headings) must be in 12-point Times New Roman font. The paper must be single-spaced with 1-inch margin. Submission file formats are PDF and Microsoft Word. The first page of the paper should include the title, the abstract (not more than 200 words) and 3-5 keywords. Please do not disclose any author information in the manuscript. Authors of the accepted papers will present their work in the workshop. All accepted papers will be included in the proceedings of WEB 2007. WEB 2007 will have a poster/demo session. For participants interested in presenting in this poster/demo session, an extended-abstract submission is required and will be reviewed. Poster/demo submissions should be limited to 2



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pages (as extended abstracts).

### **Journal Publication Arrangements**

Authors of selected papers will be invited to submit the extended versions of their work to a special issue of Journal of Information Systems and e-Business Management and Pacific Asia Journal of Information Systems.

### **Important Dates**

Full Paper Submission Deadline: September 30, 2007

Research-in-Progress and Poster/Demo Submission Deadline:  
October 15, 2007

Notification of Acceptance: October 30, 2007

Final Camera-ready Copy due: November 10, 2007

Workshop: December 9, 2007



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