

WEB2007

The 6th Workshop on e-Business

9 December 2007 Montreal, Quebec, Canada**A Pre-ICIS Workshop Sponsored by AIS SIGeBIZ****Theme: Customer-Centric Information Systems ms**

The rapid growth of the Internet and e-commerce has dramatically changed the role of information systems (IS) in business. Transforming traditional businesses into e-business platforms has become a global trend. These e-business technologies and applications are enabling new 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 e-business researchers and practitioners to share research findings, explore novel ideas, and collectively chart future directions of e-business.

The theme of this year's workshop is *Customer-Centric Information Systems*. Looking back at the history of IS development, the first generation systems may be best characterized as *technology utilization*. The second-generation systems were more *process-oriented* (e.g., ERP systems). 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 deliver value directly to the customer. A new focus of system development is to configure the various components of the customer driven 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 customers in the design and application of business information systems. We invite research articles with a broad coverage of technical, managerial, economic, or strategic issues surrounding customer-centric IS. Researchers who investigate the modeling, architectural, analytical, theoretical, empirical, and practical issues of customer-centric IS are particularly encouraged to submit their work to the workshop.

But we also welcome submissions on the broader e-business issues

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that have become the traditional core interest of this workshop.

Those include, but are not limited to, the following:

- . 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 commerce
- . On-demand services and computing
- . Organizational impact and market structure of e-business
- . Recommendation or personalization systems
- . Service-oriented architecture (SOA)
- . Service-oriented e-business
- . Social computing
- . Web2.0 related issues
- . Web analytics and intelligence
- . Web mining
- . Web services and semantic web
- . Web-based knowledge management