

CALL FOR PAPERS

Advanced E-Business Research – International Trends & Issues

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For years e-business research has been the focus of many conferences and publications. While Researchers, experts and practitioners often focus on e-business systems and applications, little attention has been given to the development of innovative and sustainable e-business models and solutions. This planned research series is going to fill this gap in research and practice by discussing the following key issues: What are challenges and opportunities for international e-business? What are the barriers and risks for companies implementing e-business models? How can they succeed in the long-term?

This publication shall look at current e-business trends and issues. It is intended for e-business beginners as well as advanced researchers and practitioners. It should provide solutions through in depth studies of consumer needs, cultural requirements, and conditions for economic efficiency. Further, roadmaps for the successful implementation of e-business solutions in accordance with organizational structures and business processes should be given.

Topic I: Cultural requirements for e-business

Culture and perception of technology | Cross Cultural Technology Acceptance | Conjoint studies across cultures to map out differences in consumer preferences

Topic II: Studies of consumer needs for e-business

Conjoint studies on consumer preferences in mobile and e-commerce | User studies and analytics on mobile web/app demographics and usage patterns | Acceptance studies on innovative e-commerce and cross-media solutions

Topic III: Economic and regulatory frameworks for e-business models

Regulatory framework | Economics of regulation | Economic theory of two-sided-markets | Economic conditions of network industries

Topic IV: Economic efficiency of innovative e-business models

Data analysis | Future internet applications | Web advertising and web publishing | Cost efficiency | Investment theory | Business development

Topic V: Structural and organizational implementation of e-business models

E-business modeling | E-business strategy implementation | Application of e-business services | Business process management | Product data and master data management | Barriers to e-business Adoption | Co-production in e-commerce service | Collaborative commerce

Researchers and practitioners with experience in e-business are invited to electronically submit topic proposals and abstracts (maximum 500 words) with key concepts to one of the editors of this series by the **15th of September 2015**. Deadline for camera-ready papers (maximum 15 pages; spaces as well as tables and pictures included) is the **15th of December 2015**. The expected date of publication for Advanced E-Business Research - International Trends & Issues is summer 2016.

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