M-BUSINESS 2002
The First International Conference on Mobile Business

8-9 July 2002, Athens, Greece
http://www.mobiforum.org/mBusiness-2002/

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The 1st International Conference on Mobile Business, organized by the **Athens University of Economics and Business (AUEB)** in collaboration with the **MobiCom project (IST-1999-21000)**, will create an inter-disciplinary forum for academics, managers, policy makers and technologists to debate emerging developments in the commercialisation of new business models exploiting wireless and mobile networks. Whilst technological developments and standardization processes proceed at a rapid pace, many business challenges pertaining to the deployment of value added services remain unresolved. The objective is to facilitate the exchange of ideas and the pursuit of innovative research avenues in the identification and study of m-business research challenges and innovative business models. Areas of interest include, but are not limited to:

- **Value added services and applications**
- **Innovative business models**
- **Technology and infrastructure advances**
- **New market dynamics**
- **Competition and collaboration**
- **Strategic partnerships and alliances**
- **Revenue sharing**
- **New market intermediaries**
- **Social and geo-economic impacts**
- **Models of ubiquitous computing**
- **Best Practices in m-Business**
- **Regulatory and policy issues**

M-BUSINESS 2002 invites contributions for the **four conference tracks**. In particular:

RESEARCH TRACK: Authors are invited to submit theoretical and empirical papers making a significant research contribution on m-Business. The program committee will review all papers and those accepted will be published in the Conference Proceedings. Papers of particular merit will be proposed for publication in a **special issue of the International Journal of Electronic Commerce**.

WORKSHOPS: Small-group workshops will debate intensively specific issues through structured facilitated processes. Workshop proposals should include a description and rationale of the topic, the objectives and expected outcomes of the workshop, the profile of intended participants and an outline of the facilitation process.

PANELS & FUTURES PAPERS: This track intends to enhance the debate on short-term and long-term developments. **Panels** examining innovative issues of interest on mobile business are solicited. Panel proposals should include the objectives, indicative discussion questions and biographical sketches of the panelists. **Futures Papers** (maximum 8 pages) introduce visionary concepts looking deeper into the future of the mobile society and providing stimulating ideas that extend our current frames of thinking. Futures Papers will be reviewed by the Program Committee and will be published in the Conference Proceedings.

DEMOS & TUTORIALS: In order to offer conference participants hands-on experience of the latest developments and in order to accelerate the diffusion of innovations, researchers and business developers are invited to present their latest services, applications, business methods or other innovations. **Demonstration proposals** should include a description of the demo, the presenter and affiliated organization and equipment to be used. Potential instructors are invited to submit **tutorial proposals** of 2-3 pages, including a biographical sketch. Evaluation of proposals will be based on the expertise and experience of the instructors, and on the relevance of the subject matter.

SUBMISSION INSTRUCTIONS: All paper submissions will be handled electronically. Authors should prepare a Word or Portable Document Format (PDF) version of their full paper or proposal. Submissions should include title, authors and a 150-word abstract as a separate document. The author responsible for correspondence should be identified. The core paper should include the title and abstract only and no info about the authors. **Research papers should be no longer than 5000 words** and must not be currently under review for any other publication. One of the authors of each paper must register and present the paper at the conference. Submission instructions and author guidelines are available on the conference website: **www.mobiforum.org/mBusiness-2002/**

IMPORTANT DATES:
Full–Papers Submission due: **April 30, 2002**
Notification of acceptance: **May 25, 2002**
Camera-ready version due: **June 10, 2002**
Authors Registration: **June 10, 2002**

FOR MORE INFORMATION: Send email to mBusiness-2002@aueb.gr
or Visit www.mobiforum.org/mBusiness-2002/

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