



"Research Forum to  
Understand Business  
in Knowledge Society"

## CALL FOR PAPERS – ICEB + eBRF 2006

# Global Conference on Emergent Business Phenomena in the Digital Economy

NOVEMBER 28 - DECEMBER 2, 2006  
TAMPERE HALL — TAMPERE, FINLAND

This global conference between ICEB "International Conference on e-Business" and eBRF "Research Forum to Understand Business in Knowledge Society", takes its point of departure in the dynamically changing business landscape of the Digital Economy, featured by globalization, emergence of value networks and companies "born global", constant and non-linear changes in established companies, and the increasing role of services and competitive solutions in the private and public sectors. Moreover, the current trends include a mosaic of information and knowledge management practices, electronic business solutions, increasing mobility, and convergence of technologies.

ICEB + eBRF 2006 attempts to cross-fertilize and enrich research and development in this transdisciplinary field by highlighting phenomena that are of interest for business people and researchers in all continents. The Global Conference on Emergent Business Phenomena in the Digital Economy welcomes researchers, business practitioners, and policy makers to participate in the historical joint conference in Tampere, Finland!

### INSPIRING CONFERENCE EVENT IN TAMPERE, FINLAND

Kaamos is Finnish and means the period during the winter, when the days are short. During kaamos the blue twilight turns easily into an evening that is decorated with showers of lights across the streets. The winterish – and possibly snowy – weather creates a contrast with warm, modern interiors and friendly feeling. Finland is a highly developed and successful country: several years Finland has been ranked as number 1 in competitiveness and as 2 in technology and ICT index. Finland, and first and foremost Tampere and its surroundings, being the second biggest urban area in Finland, have transformed from an industrial society into a knowledge society and early adopter of new technologies.

The Global Conference on Emergent Business Phenomena in the Digital Economy brings you to Tampere, the home of Nokia Corporation, the world leader in mobile communications and Finland's greatest success story. In addition to the research presentations, you will hear topical invited speeches, for example from Prof. Eve Mitleton-Kelly, London School of Economics, Prof., Technology Advisor Yrjö Neuvo, Nokia Corporation, and Head of Unit Gérald Santucci, European Commission.

We will also offer you inspiring evening program, business excursions, possibility to try out Finnish sauna, and a post-conference tour to Lapland, the home of the Santa Claus! Instead of Lapland, you can also choose to join the traditional Christmas preparations of the 20th century!

### ORGANIZER

- Tampere University of Technology, Finland

### CHAIR

- Professor Marjatta Maula,  
Tampere University of Technology, Finland

### CO-ORGANIZERS

- California Polytechnic State University, USA
- California State University, Sacramento, USA
- The Chinese University of Hong Kong, Hong Kong
- Macquarie Graduate School of Management, Australia
- National Chengchi University, Taiwan
- National Chiao Tung University, Taiwan
- The National University of Singapore, Singapore
- Tsinghua University, China
- University of Tampere, Finland

## INTERNATIONAL PROGRAM COMMITTEE

- Niclas Adler, Stockholm School of Entrepreneurship, Sweden
- Joong-Ho Ahn, Seoul National University, Korea
- Sang-Hyung Ahn, Seoul National University, Korea
- Paul Alpar, Philipps-Universität Marburg, Germany
- James Ang, National University of Singapore, Singapore
- Gilbert Babin, HEC - Montreal, Montreal, Canada
- Izak Benbasat, University of British Columbia, Canada
- Niels Bjorn-Andersen, Copenhagen Business School, Denmark
- Hans Bjornsson, Stanford University, USA
- Erik Brynjolfsson, Massachusetts Institute of Technology, USA
- Tung X. Bui, University of Hawaii at Manoa, USA
- Patrick Y.K. Chau, University of Hong Kong, Hong Kong
- Houn-gee Chen, National Tsing Hua University, Taiwan
- Hsinchun Chen, University of Arizona, USA
- Jian Chen, Tsinghua University, China
- Waiman Cheung, The Chinese University of Hong Kong, Hong Kong
- Russel K.H. Ching, California State University, Sacramento, USA
- Timothy S.C. Chou, National Taiwan University, Taiwan
- Imran Currim, University of California, Irvine, USA
- Timon C. Du, The Chinese University of Hong Kong
- Craig S. Fleisher, University of Windsor, Canada
- Piero Formica, Emirates Center for Entrepreneurship, UAE; University of Tartu, Estonia
- Raymond A. Hackney, Manchester Metropolitan University, UK
- Mika Hannula, Tampere University of Technology, Finland
- Richard Harrison, Queen's University Belfast, Ireland
- Curtis P. Haugtvedt, Ohio State University, USA
- Nina Helander, Tampere University of Technology, Finland
- Lihua Huang, Fudan University, China
- Robert Johnston, University of Warwick, UK
- Thomas W. Jones, DSI President-Elect, University of Arkansas, USA
- Anne-Mari Järvelin, Professia Ltd., Finland
- Eila Järvenpää, Helsinki University of Technology, Finland
- Hiroshi Katayama, Waseda University, Japan
- Robert J. Kauffman, University of Minnesota - MISRC, USA
- Kee Young Kim, Yonsei University, Korea
- Johanna Kujala, Tampere University of Technology, Finland
- Thomas Köhler, Dresden University of Technology, Germany
- Seung-chul Kim, Hanyang University, Korea
- G.S. Kuo, National Chengchi University, Taiwan
- Ching-chyi Lee, The Chinese University of Hong Kong, Hong Kong
- Tien-sheng Lee, The Chinese University of Hong Kong, Hong Kong
- Hanna Lehtimäki, Life Works Consulting Oy, Finland
- Eldon Y. Li, California Polytechnic State University, USA; National Chengchi University, Taiwan
- Hsin-hui Lin, National Sun Yat-Sen University, Taiwan
- Baoding Liu, Tsinghua University, China
- Ting-peng Liang, National Sun Yat-Sen University, Taiwan
- Chi-Chun Lo, National Chiao Tung University, Taiwan
- Antti Lönnqvist, Tampere University of Technology, Finland
- Holger Luczak, Research Institute for Operations Management at Aachen University of Technology, Germany
- Anna-Maija Lämsä, University of Jyväskylä, Finland
- Donald A. Marchand, IMD, Switzerland
- G. Michael McGrath, Victoria University, Australia
- Ephraim McLean, Georgia State University, USA
- Marjatta Maula, Tampere University of Technology, Finland
- Jerry P. Miller, Simmons College, USA
- Tuula Mittilä, Turku School of Economics and Business Administration, Finland
- Benoit Montreuil, Laval University, Québec, Canada
- Juha Näsi, University of Tampere, Finland
- Takeru Ohe, Waseda University, Japan
- Jussi Okkonen, Tampere University of Technology
- Emilio Paolucci, Politecnico di Torino, Italy
- Arun Pillutla, St. Ambrose University, USA
- T. Ramayah, Universiti Sains Malaysia, Malaysia
- Hannu Rantanen, Lappeenranta University of Technology, Finland
- Clive Reynoldson, Edith Cowan University, Australia
- Jef I. Richards, Universiteit Texas at Austin, USA
- Arja Ropo, University of Tampere, Finland
- Michel de Rougemont, Université Paris II, France
- Mikko Ruohonen, University of Tampere, Finland
- Giovanni Schiuma, University of Basilicata, Italy; Cranfield School of Management, UK
- Detlef Schoder, University of Cologne, Germany
- Willem Selen, Macquarie Graduate School of Management, Australia
- Marko Seppä, Tampere University of Technology, Finland
- Veikko Seppänen, University of Oulu, Finland
- Vijay Sethi, Nanyang Technological University, Singapore
- A.B.Rami Shani, California Polytechnic State University, USA
- Michael J. Shaw, University of Illinois, Urbana-Champaign, USA
- Charles Shoniregun, University of East London, UK
- Malcolm C. Smith, University of Manitoba, Canada
- Tore Strandvik, Swedish School of Economics and Business Administration, Finland
- Chee Chuong Sum, National University of Singapore, Singapore
- Ferenc Szidarovszky, University of Arizona, USA
- Josu Takala, University of Vaasa, Finland
- Thompson Teo, National University of Singapore, Singapore
- Tarja Tiainen, University of Tampere, Finland
- Conor Vibert, Acadia University, Canada
- Pien Wang, National University of Singapore, Singapore
- Qiwen Wang, Peking University, China
- Roman M. Wong, Barry University, USA
- Kwok Kee Wei, National University of Singapore, Singapore
- Kar Yan Tam, University of Science and Technology, Hong Kong
- HsiuJu Rebecca Yen, College of Management, National Central University, Taiwan
- Po-lung Yu, University of Kansas, USA and National Chiao Tung University
- Xiande Zhao, The Chinese University of Hong Kong, Hong Kong

## CONFERENCE THEMES

Global Conference on Emergent Business Phenomena in the Digital Economy calls for abstracts to three tracks: (1) Digitization of Business and its Global Infrastructure - Private and Public Challenges, (2) Creation and Management of Information and Knowledge, and (3) Building Business in the Network Economy. Each track contains numerous suggestions for general themes that can be presented in the conference. By introducing the themes we hope to provide an open, shared and stimulating arena for discussion among the alumni of participants, since 2001, of both ICEB and eBRF conferences.

We welcome scientific research papers including case studies. The papers' topics can range from global phenomena to local problems and cases that are of general interest, and be society, business or technology oriented. Our special interest lies in papers introducing and analyzing the dynamics of doing business in different environments.

Topics of interest include, but are not limited to the following:

### **TRACK 1 Digitization of Business and its Global Infrastructure – Private and Public Challenges**

- Inclusion of e-Business in Science and the Classic Disciplines of Management
- Paradigm in Making: From e-Business to "Electronization" of Business
- Technology Conversion and Digitization of Business Infrastructure
- Business Infrastructure Design and Management
- Critical Role of Integration and Integrators (ERP, CRM, SCM)
- Current Trends in e-Commerce and Supply Chains
- E-Service Based Business Models and Innovations
- Customized, Mobile, and Ubiquitous Solutions
- Mass-Customization Practices and Strategies
- Electronic and Miniature Manufacturing
- New Technologies in Product and Service Innovations
- e-Banking and e-Insurance: Cases, Trends, and Global Challenges
- Modern Business Solutions for Well-being and Health Care Sector Services
- Kids, Internet and e-Business
- Ageing Society and Electronic Services
- Marketing and Advertising in the World Wide Web
- Consumers and Mobile Business
- Creating and Managing Virtual Communities
- E-Learning and Innovations in Business Education
- Opportunities for Digital Cultural Services
- Media Convergence in Global Scale
- Public-Private Partnerships and New Efficient and Innovative Processes
- Security and Risk Management in Electronic Business Infrastructure
- Trust, Privacy and Reputation Issues Related to Internet and e-Business

### **TRACK 2 Creation and Management of Information and Knowledge**

- Competence-Based Competition Strategies
- The Creation and Management of Knowledge vs. Management of Knowing Processes
- Gathering and Refining Data and Information - Creating Actionable Knowledge
- Measurement of Knowledge Processes and Actions
- New Ways to Create, Manage, Measure and Protect Intellectual Capital
- Innovations, R&D Processes and Technology Management
- Producing Knowledge Products - Commercialization of Knowledge
- Management Challenges of Knowledge Intensive Organizations – Efficiency vs. Creativity
- Managing Expert Organizations and Professional Knowledge
- Knowledge and Information in Services
- Knowledge Management in Small and Medium-sized Enterprises
- Utilizing Customer's Knowledge in Creating New Knowledge
- New Methods for Benefiting from Tacit and Explicit Knowledge
- Utilizing Complexity Theories in the Management of Knowledge and Organizations
- Future Challenges and Opportunities of Business (BI) and Competitive Intelligence (CI) in Decision Making and Business Processes
- Innovative Applications of Technologies in KM and BI (e.g. Data Warehousing, Data Mining etc.)
- Business Development and Research by Using New Methods (e.g. Simulation, Agent Based Modeling etc.)
- Modern Decision Support Methods and Tools
- New Productivity and Performance Paradigms, Perspectives, Methods and Practices
- Innovative Milieus, and the Role of Knowledge in Regions and Society
- Intellectual Capital of Nations, Cities and Regions
- Cyber Law, Intellectual Property and Digital Rights Management
- Information and Knowledge Security Management Paradigms and Practices

### **TRACK 3 Building Business in the Network Economy**

- e-Business and Entrepreneurship
- Future Technologies, Social Innovations and New Business Models: Case Examples
- Digitization of Business, Business Networks, and Globalization
- Intermediation, Integration, and Strategic Management of Value Networks
- Trust, Control and Ethics in Business Ecosystems and Value Networks in Global Business
- Breakthroughs and Bottlenecks in Building ICT-Enabled Business
- African, American, Asian, Australian, and European Competences in Global Competition
- Boosters and Barriers for Building Business across the Continents
- Development of Industrial Services
- Combining Technology and Culture into Business Concepts
- Revenue Models, Cost Management, and Performance Measurement in Emerging Industries
- Managing Open Source Communities as Part of Business
- Building Open Source Based Business: Case Stories
- Games as Strategy, Games as Business
- Ownership and Stakeholders of the Networked Organization
- Changes in Principal-Agent and Capital-Labor Dynamics in the Digital Economy
- Growth Paths of the Digital Enterprise: Concepts and Cases
- Building University Innovations to Successful Business
- Changing Role of Government and Venture Capital in Growth Venture Activity
- Knowledge Capital vs. Venture Capital in the Business Creation Process
- The Rise of Knowledge Investors: Knowledge as Investment Capital
- Co-Entrepreneurs as the New Enablers and Catalysts of Growth

### **ABSTRACT/PAPER SUBMISSION – MAY 10, 2006**

Please submit an abstract (1-2 pages\*) or a full paper (5-10 pages\*) for a double blind review process through the assigned conference website [www.eBRF.fi](http://www.eBRF.fi), where you will also find further instructions and a template. The abstracts/papers will be reviewed by a constructive, international group of senior scholars representing the themes at hand. \*) according to the template

An accepted abstract/paper, followed by submission of a camera-ready final paper, and participation in the conference, will lead to a publication published after the conference. The registered conference proceedings as a CD-ROM publication will be included in the conference fee and sent to the participants. A printed version of the publication can be ordered for extra cost.

### **JOURNAL SPECIAL ISSUE - IJEB**

Best papers published in the conference proceedings will be invited to the Special Issue (Vol. 5, No. 6) of the International Journal of Electronic Business (IJEB) published in November 2007. Professors Marjatta Maula and Mika Hannula from Tampere University of Technology, and Dr. Marko Seppä from EBRC will act as guest editors of the Special Issue.

### **IMPORTANT DATES**

Abstract/ Paper Submission	<b>May 10</b>
Notification of Acceptance	<b>June 30</b>
Camera-Ready Paper Submission	<b>September 30</b>
Registration (Presenting Scholars & Students & Early-Bird)	<b>September 30</b>
Registration (Regular)	<b>November 8</b>
Presentation Submission	<b>November 13</b>
Conference	<b>November 28 – December 2</b>
Publication of the Conference Proceedings	<b>December 31</b>

### **ADDITIONAL INFORMATION**

For more information see [www.eBRF.fi](http://www.eBRF.fi)

or please contact:

Ms. Johanna Tommila

Coordinator of ICEB + eBRF 2006

Project Manager

EBRC/Tampere University of Technology & University of Tampere

Tel. +358 3 3115 4694

E-mail [johanna.tommila@tut.fi](mailto:johanna.tommila@tut.fi)

Prof. Marjatta Maula

Chair of ICEB + eBRF 2006

E-mail [marjatta.maula@tut.fi](mailto:marjatta.maula@tut.fi)