



23rd Bled eConference

eTrust: Implications for the Individual, Enterprises and Society

June 20 - 23, 2010, Bled, Slovenia

About Bled eConference

Bled eConference attracts speakers and delegates from business, government, information technology providers and universities and is the major venue for researchers working in all aspects of "e". There will be a variety of keynote speakers from industry, government and academe. The conference venue is the alpine village of Bled, 30 km south of the Austrian border - one of the most beautiful spots imaginable. Expect to learn and play and come away feeling that you have achieved more than you normally would at any conference.

The conference has a wide appeal, offering:

- A fully-refereed Research Track, devoted to researchers in all aspects of "e";
- A Business and Government Panel Track which attracts eminent business and government leaders from Europe, the Americas and Asia-Pacific;
- Business, Government and Academic Meetings offering unparalleled opportunities to think and share with colleagues from around the world.

Call for Research Papers

The theme for this year's conference *eTrust: Implications for the Individual, Enterprises and Society* is reflecting an ongoing discussion about fundamental considerations for the growth and stability of markets and communities: trust. As emerging digital environments generate new ways of communication and interaction between individuals and individuals and organizations based on new infrastructures there is an increasing demand for a more reliable eWorld.

New eResponsibilities have to be taken by all stakeholders of the eWorld in order to cope with emerging eRisk challenges: businesses, governments, and individuals in their multiple roles as managers, politicians, employees, parents, citizens, etc.

Actions have to be taken on both the macro and the micro level, organizational configurations, process related issues, new kind of products and services, and necessary infrastructures and technologies as well as respective policies have to be discussed.

Research papers addressing the conference theme should be original, unpublished elsewhere and no longer than 5,000 words. Detailed information about electronic submission and other issues will be available on the Conference web site. All accepted papers will be published in the Conference Proceedings on the web and on CDs (with ISBN and CIP number).

The Bled Outstanding Paper Award

The Conference has been in operation longer than any other eCommerce event. It has made, and continues to make, substantial intellectual contributions to progress in "e" research and teaching. In recognition of this, an Outstanding Paper Award was instituted in 1999. The Award was established by a group of professors who have been long associated with the event. A panel of judges will select the winning author(s) from papers submitted to the Research Stream. The Award will be evidenced by a plaque presented to the author(s).

Special Research Track Topics of Interest

- Mobile Value Services
- Interorganizational Systems (IOS) for global trade
- Success Factors and Impediments for Regional eCollaborations
- eHealth: Critical Issues in Delivering Cross-border Sustainable Healthcare Involving Patients and Healthcare Professionals
- Next Generation Enterprise
- eLearning 2.0
- Web 2.0.

Conference Organizer:

Faculty of Organizational
Sciences,
University of Maribor

in cooperation with

Government of
the Republic of Slovenia
and

European Commission



Research Papers

ePrototype Bazaar

Meetings

Panels

Workshops

Exhibitions

Important Dates

Submission of papers

February 12, 2010

Notification of acceptance

April 2, 2010

Submission of final papers

May 3, 2010

Call for Panels, Workshops and Meetings

You are invited to submit a business, government, or academic panel, workshop or meeting proposal.

Panels are expected to explore innovative ways of exploiting the latest eTechnologies and development approaches and to suggest new research agendas.

Workshops are expected to demonstrate successful use (via prototypes, Living Labs, etc.) of the latest eTechnologies and to lay out the directions for further research. The proposal (1 page) should indicate the title, the chair and the panelists (name, position, affiliation, country, e-mail), the topic and issues to be discussed.

Students' Presentations

The Undergraduate and Graduate Students Prototype Presentation will be a combined "trade fair" and "poster session" in The Professor René W. Wagenaar ePrototype Bazaar. Students will be able to present their eCommerce prototypes and discuss their ideas with conference participants. Preference will be given to presentations proposing innovative or revolutionary eBusiness solutions and new ways to implement eBusiness, as well as new ideas for business in Cyberspace.

Professors: The bazaar is intended for students aiming at the honors, masters or doctoral level but it is not an outlet for what might otherwise be a full conference paper.

Students: Submit a short proposal describing your prototype idea in an email to the ePrototype Bazaar co-chairs. Descriptions (no longer than 2 pages) will be used to decide which presenter to invite. Submissions must be supported by students' professor or supervisor. Please attach a statement of support to your application.

Conference fee for prototype presenters will be waived. The presenter is expected to cover her/his travel costs to the conference and accommodation expenses.

Publications/Journals Partnerships

The Bled eCommerce Conference has featured research papers since its inception in 1988. A fully refereed Research Stream was established in 1995, running four parallel streams of about 50 papers each year, with an acceptance rate generally around 50%.

Commencing in 2006, a strategic partnership has been entered into with the leading journal Electronic Markets. Each year, authors of selected papers are invited to submit enhanced versions for consideration for a Special Section in EM.

The Conference also has relationship with Journal of Theoretical and Applied Electronic Commerce Research, and may facilitate the publication of enhanced versions of further selected papers.

From 1995 to 2004, a strategic partnership existed with the International Journal of Electronic Commerce (IJEC), and resulted in the publication of 40 papers in a series of ten Special Sections of that journal.

Since 2001 Research Papers are available in AIS Electronic Library.

Conference Chair

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You are invited to **disseminate** the results of the **EU funded projects** related to »e« topic to the Bled eConference community. There are a variety of possibilities for dissemination e.g. workshop, meeting, stand and flyer distribution. For further information contact the Conference Chair.

Faculty of Organizational Sciences, University of Maribor will again in 2010 organize a **Summer School program** in conjunction with The Bled eConference. For more information please follow the Conference's web-site.

Conference offers to the publishers an opportunity to exhibit the latest publications in the field of »e«. For further information contact regarding **exhibitions** the Conference organizer.

Conference Registration

The full conference fee until May 3, 2010 is 450,00 EUR. After May 3, the conference fee is 500,00 EUR. Full-time students (recommended by their professor) are invited to apply for a grant to waive 50% of the conference fee.

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