



ATHENS, GREECE 2010

CALL FOR PAPERS

The 9th International Conference on Mobile Business (ICMB 2010)

The 9th Global Mobility Roundtable (GMR 2010)

13-15 June 2010, Athens, Greece

CONFERENCE OUTLINE

The International Conference on Mobile Business (ICMB) and the Global Mobility Roundtable (GMR) are arguably the two most prominent mBusiness-focused international conferences, bringing together academics and practitioners across the globe. 2010 marks the ninth year of both conferences and their first joint organization. The theme of the combined conference is '**Innovation and Social Transformation through Mobility**'.

ICMB/GMR2010 welcomes theoretical and technical research papers describing original, previously unpublished research, not currently under review by another conference or journal. The conference encourages plurality in research methods, as well as industry experience papers and case studies. The conference sessions will include full-length papers, research-in-progress papers and panels. Topics include, but are not limited to, the following:

- Theoretical underpinnings of mBusiness research
- Emerging mobile and wireless value adding services, business models, and innovation networks
- User adoption and behavior in mBusiness; Innovation diffusion
- Economics of mBusiness; Strategic and policy implications for organizations and the society
- Context aware and location aware services
- Mobile entertainment; mobile health care; mobile government; other vertical applications
- Mobile SCM/CRM; Mobile marketing and advertising; other enterprise applications
- Mobile payments; Security, privacy and trust in mBusiness; other horizontal applications
- Mobile, pervasive, and ubiquitous architectures and software
- Personalization and reconfiguration of mobile networks and applications
- Wireless sensor networks and wearable computing
- Mobility and the future of social networking

IMPORTANT DATES

Submissions Due: February 28, 2010

Acceptance Notifications: March 24, 2010

Camera Ready Copies Due: April 02, 2010

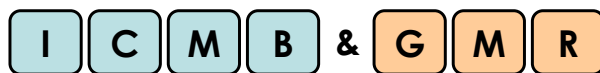
CONFERENCE PROCEEDINGS

Conference proceedings will be published by the **Conference Publishing Services (CPS)** and all papers will be included in the **IEEE Xplore digital library**.

JOURNAL PUBLICATIONS

Conference Chairs, together with the respective Editors-in-Chief, will invite best conference papers for consideration in the following journals, after revision:

- a. Journal of the Association of Information Systems (**JAIS**)
- b. International Journal of Electronic Commerce (**IJEC**)
- c. International Journal of Mobile Communications (**IJMC**)



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ORGANIZING COMMITTEE

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Andrew Whinston, University of Texas, USA

CONFERENCE ORGANIZING

The conference is organized by the ISTLab Wireless Research Center of the Athens University of Economics and Business (<http://istlab.dmst.aueb.gr/wrc>) and the University of Macedonia.



<http://istlab.dmst.aueb.gr/wrc>



<http://www.aueb.gr>



<http://www.uom.gr>

Organizing Chairs

Panos E. Kourouthanassis, Athens University of Economics and Business, Greece

Christos Georgiadis, University of Macedonia, Greece

Venue

Park Hotel, Athens

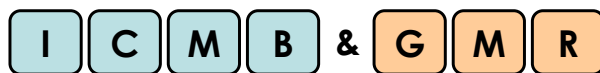
<http://www.park-hotel.com>



Registrations – Accommodation – Web

mbusiness2010@aeub.gr

<http://www.mbusiness2010.org>



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TRACK CHAIRS

Track A: Theoretical Foundations of mBusiness

Eusebio Scornavacca, Victoria University of Wellington, New Zealand

Jonathan Wareham, ESADE Business School, Spain

Track B: Mobile Value Services and Business Models

Christer Carlsson, Abo Akademi University, Finland

Jan Marco Leimeister, Universität Kassel, Germany

Track C: Strategies, Policies and Economics of mBusiness

Paul Pavlou, Temple University, USA

Ming-Hui Huang, National Taiwan University, Taiwan

Track D: Mobile Entertainment

Hans van der Heijden, University of Surrey, UK

Sirkka Javernpaa, University of Texas at Austin, USA

Track E: Mobile Government

Elizabeth Fife, University of South California, USA

Jochen Scholl, University of Washington, USA

Track F: Contextual and Pervasive Systems

George Roussos, University of London, UK

Hannes Werthner, Vienna University of Technology, Austria

Youngjin Yoo, Temple University, USA

Track G: Social Networking and Societal Implications of mBusiness

Claudia Loebbecke, University of Cologne, Germany

Keng Siau, University of Nebraska - Lincoln, USA

Track H: Mobile Marketing and Advertising

Angelika Dimoka, Temple University, USA

Indranil Bose, The University of Hong Kong, Hong Kong

Track I: Mobile User Behavior

Jan Damsgaard, Copenhagen Business School, Denmark

Sunanda Sangwan, Nanyang Technological University, Singapore

Track J: Innovation Networks in mBusiness

Omar El Sawy, University of Southern California, USA

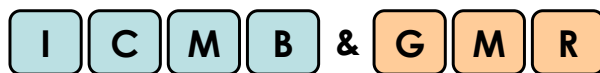
Ola Henfridsson, Viktoria Institute, Sweden

Track K: Enterprise Applications/Mobility

Rahul Basole, Georgia Institute of Technology, USA

Track L: Industry Track

George Stefanopoulos, Managing Director, Association of Greek Mobile Network Operators



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