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Fall 11-28-2006

Preface

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Recommended Citation

Maula, Marjatta, "Preface" (2006). *ICEB 2006 Proceedings*. 74.
<https://aisel.aisnet.org/iceb2006/74>

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Welcome to the ICEB + eBRF 2006 Conference in Tampere!

In 2006 two conferences join forces to create a discussion forum for researchers, practitioners and policymakers all over the world around the main theme “Global Conference on Emergent Business Phenomena in the Digital Economy”. **ICEB** (The International Conference on Electronic Business) is an Asian based conference that has been organized in Hong Kong (twice), Taipei, Singapore and Beijing. Behind the ICEB conference is an organization called the International Consortium for Electronic Business (ICEB), which was founded in 2001. The ICEB conference has been established as an important forum for both researchers and business people in the field of e-business. In 2005 the conference received 180 camera-ready papers and welcomed 140 participants. The **eBRF** (Research Forum to Understand Business in Knowledge Society) was also launched in 2001 and has since been organized annually in Tampere, Finland. Every year the eBRF has attracted over 200 participants to Tampere, produced altogether over 230 reviewed research papers and established itself as a leading business conference in Finland. The eBRF has been organized by the eBRC (e-Business Research Center), which was a joint venture between University of Tampere and Tampere University of Technology and belonged to the eTampere knowledge society program.

The idea of a joint conference **ICEB + eBRF** emerged some years ago. The ICEB board wanted to internationalize the conference by taking it outside the Asian countries and the board of the eBRF wanted to welcome this stronger international dimension. The goal in 2006 is to inspire discussion among the participants of both conferences and to open up new insights on emerging phenomena that are relevant for researchers and actors in the digital economy.

The main theme is divided into three areas: (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. The conference received a total of 113 submitted abstracts and full papers that went through a double-blind review process. The abstracts/papers were reviewed by a constructive, international group of senior scholars representing the themes at hand. An accepted abstract/paper was followed by the submission of a camera-ready final paper. Presentation of an accepted paper in the

conference will lead to its publication in the conference proceedings. A total number of 87 research and keynote presentations from 23 countries will be given at the conference.

ICEB + eBRF 2006 is organized by the Institute of Business Information Management at the Tampere University of Technology. Co-organizers include the following universities: Tsinghua University (China), The National University of Singapore, National Chiao Tung University, (Taiwan), National Chengchi University, (Taiwan), The Chinese University of Hong Kong, Macquarie Graduate School of Management, (Australia), California Polytechnic State University, (USA), California State University, Sacramento, (USA) and the University of Tampere (Finland). Because of the scale and breadth of the organizing committee and the joint nature of the conference, the International Program Committee is likewise exceptionally extensive. I warmly thank the keynote speakers and researchers presenting their papers, as well as all who participated in the conference process as reviewers, session chairs, and in other roles. I would like to say a special thank you to Professor Eldon Y. Li, executive director of ICEB for his contribution to the joint conference.

Without the contribution of dedicated stakeholder groups this historic conference would have not been possible. I wish to thank the Academy of Finland, the Foundation for Economic Education and the ICEB + eBRF 2006 Conference partners: IBM, Metso Automation, Nokia, OpusCapita, PriceWaterhouseCoopers, Tampere Chamber of Commerce, Tampere International Business Office and Technology Centre Hermia for their co-operation and sponsorship.

Last but not least, I would like to thank the local organizing committee members Prof. Mika Hannula and Senior Researcher Marko Seppä (Chair), as well as the chief coordinator of ICEB + eBRF 2006 Johanna Tommila for their dedication and excellent co-operation. On behalf of the organizing committee, let me warmly welcome you to the ICEB + eBRF 2006 conference. We hope that you will enjoy your sojourn in Tampere.

Marjatta Maula
Conference Chair