

Call for book contributions (english or german language)

*Economics of Communication.
ICT driven fairness and sustainability for local and
global marketplaces*

Book's rational

Web and Internet technologies initiated the fourth industrial revolution in less than 20 years since their entry into mainstream communication scenarios, significantly changing economics and society. Digitization and mobile technologies speed up communication and provide the tools to control value chains of ever increasing complexity, that have already crossed the limits of single organizations or countries. How can information and communication technologies help to establish fair and sustainable models of global and local economies and overcome serious disadvantages of current market forces?

Topics of interest

fundamental or applied research-oriented chapters, and also mindful position papers are welcome on the following key topics:

Section I. Virtual models for a sustainable economy

Topics: fundamental concepts, models/architectures, frameworks/schemes or theories for ICT based planning, designing, building, operating or evaluating sustainable economic models e.g. emission trading, crowd funding, social responsibility.

Section II. Past and future of the WEB

Topics: Genesis and structures of the Web, Sciences about WEB, past, today and tomorrow problems for long term emancipation of the WEB, e.g. Digital Preservation and Archiving

Section III. Trends and perspectives in ICT and economics

Topics: emergent AI-based technologies, integration of these technologies, and the implications, challenges and trends for supporting the individual, team, organizational or inter-organizational processes applied to IT-based service systems, from a technical and organizational perspective. Cases of innovative real or potential (proof of concept) intelligent sustainable ICT applications.

Important dates

Jan 30, 2014 – note of interest (additional authors only)

Mar 15, 2014 – submission deadline of a 6...20-page chapter including title, authors and their affiliations, and a 300-word abstract (chapters goal, problem statement, main related work, research method, and expected contributions), and a list of references. German or English Language welcome.

Apr 15, 2014 – notification deadline of accepted chapter and editorial proposals for improving.

June 10, 2014 – submission deadline of camera-ready versions of accepted chapters.

July to September 2014 – estimated publishing period.

Submission process

Interested new authors (not contributed to the conference), please send your 2/3-page chapter proposal before or on Jan 30, 2014, to: Ontje Helmich at ontje.helmich@hs-magdeburg.de.

Invited authors (co-authors are welcome) should send their full chapter before or on Mar 15, 2014 to the same address.

Each chapter proposal will be evaluated by book editors with support of senior experts in the specific themes. Tentative accepted proposals will be asked to be fully elaborated for their first academic evaluation, which will be realized by at least two reviewers. Conditioned chapters will have an additional opportunity for being improved and evaluated. All of the accepted chapters must be submitted according to the Editorial publishing format rules timely. Instructions for authors should be downloaded at:

<http://www.gi.de/service/publikationen/autorenrichtlinien.html>

Invited chapters (regard to EcoCom 2013 conference)

Think virtually local – the ecology of new economic models
Jesse Marsh (Innovation Policy Consulting USA | Italy)

Sociality of Online Market Interactions – Challenges and Implications

Prof. Dr. Matthias Trier (Copenhagen Business School | Denmark)

Can the web be turned into a science?

Prof. Mag. Johann Mittendorfer (Johannes Kepler Universität Linz | Austria)

A Closer Look at Web Archives and Accessibility – Key Ingredients for Sustainable Digital Data Preservation.

Dr. Martin Klein (Los Alamos National Laboratories | USA)

ICT as an instrument for more sustainability: Why it is not so easy.

Prof. Dr. Drs. h.c. Arnold Picot (Ludwig-Maximilians-Universität München)

Emerging ICT-Markets: Are they reliable? A story from Berlin.

Prof. Dr. Volker Wiedemer (Magdeburg-Stendal University of Applied Sciences)

ICT markets are going green. The other story from Silicon Valley.

Florian Brody (Brody & Partner San Francisco | USA)

Bridge: ICT for Connecting Knowledge and Knowing

Dr. Viktor Dörfler (University of Strathclyde Business School Glasgow | UK)

Special chapter invitations

Prof. Dr. Andrea Back (St. Gallen University | Switzerland)

Prof. Dr. Rolf Wüstenhagen (St. Gallen University | Switzerland)

Prof. Dr. Romy Morana (HTW Berlin)

Dr. Mario Tobias (IASS Potsdam)

Open for additional interested authors

Send us a note until end of January 2014 please!

Editors

Michael A. Herzog, Florian Brody, Hans Mittendorfer

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