Workshop on Web 3.0 and Smart Commerce (W3SC 2013)

Preface

The first International Workshop on Web 3.0 and Smart Commerce, W3SC2013, is held in Vienna, Austria, July 15-18, 2013 in conjunction with the 15\textsuperscript{th} IEEE Conference on Business Informatics (CBI 2013).

The organization committee consisted of:

Dr. Svetlana Maltseva, \textit{National Research University Higher School of Economics}

Dr. Mikhail Komarov, \textit{National Research University Higher School of Economics}

The program committee consisted of:

Dr. Yevgeni Koucheryavy, Dr. Michael Rappa, Prof. George Mentz

As it was called once – the Internet at its current growth rate and development is supposed to be the greatest machine ever built in the history of humanity. The increase of business research activities can be observed in a variety of fields. Though there have been several workshops on business and services focused on Web 3.0 and Smart Commerce, there is little interaction so far among researchers. The aim of the workshop is to encourage activities in this field, and to bring together world-wide researchers with an interest in Web 3.0 and Smart Commerce and also to discuss the Smart Commerce principles and possibilities to enter the market. The rapid development of the Internet technologies brings us to a new level of the Internet evolution. Given the rise of new generations of empowered and digitally literate customers, it is clear that the world’s technology has to become as smart as the individuals who are now driving it. Fortunately, it can. We try to look at the Smart Commerce phenomena from different sides and different aspects as the Smart Commerce seeks to help to

- maximize the insight generated through customer interactions;
- capitalize on social and mobile commerce;
- drive growth by enhancing, extending and redefining the value provided;
- improve collaboration and visibility for customers and partners;
- increase margins by boosting efficiency at every stage of the commerce cycle;
- synchronize the value chain to deliver consistent and predictable outcomes.

Due to the fast technology development we have more devices around us than human beings, which means that we live in a “things-based” era. There are fast growing numbers of things having microcontrollers inside and having the possibility to communicate with each other and we have to consider the Internet of Things concept as a generator of new data which we should process, store and analyze. The Smart Commerce concept is usually based on that data as it is based on the data we can acquire from different sources. Smart Commerce solutions are usually focused on predicting and driving customer loyalty through social and business intelligence integrated into systems with data management capabilities, in optimizing customer and supplier interactions to improve order fulfillment processes, and in creating for customers and their partners the ability to anticipate behavior and deliver flawless customer service across all channels for a differentiated customer experience.

It will be important to bring the newly developed concepts like Smart Commerce, Web 3.0 and Internet of Things into a stable, well documented form and to make them accessible to a wide range of users, both in academia and industry.
As the workshop organizers, we would like to thank all contributors (especially those who have contributed a paper) and the members of the Organizing Committee of the CBI 2013 for their help in organizing the workshop.

Sincerely,
Svetlana V. Maltseva and Mikhail M. Komarov

The structure of the Workshop is as follows:

Invited keynote presentation – Dr. Yevgeni Koucheryavy “Internet of Things and influence on the WEB 3.0 and Smart Commerce”.
1. Invited keynote presentation – Mag. Thomas Baumgaertner, Senior Consultant, Smarter Commerce, IBM
   a. Development of Internet-Based Applications for Fleet Management and Logistics.
3. Panel presentation on e-commerce – Remote session – Prof. George Mentz, CEC Standards Board, “Global careers in finance and how the Internet is used to obtain optimal employment”.
   a. Outsourcing as a driving force for the technological development.
   b. Crowdsourcing in telework as a new scalable business model.
   c. Specificity of Web User Interface (WUI) Organization in Different Cultures.
   d. E-Commerce as an Information Economy Development Factor.
4. Panel presentation – Dr. Svetlana Maltseva, National Research University Higher School of Economics, “Technologies of smart commerce: creating customer-centric world”.
5. Panel presentation – Dr. Mikhail Komarov, National Research University Higher School of Economics, “IoT and IoS combination as social web of things”.
   c. Motivating the adoption and usage of corporate Web2.0 systems using fitness gamification practices.
6. Discussion with the audience and summary.