Preface to the Workshop on Web 3.0 and Smart Commerce (W3SC 2014)

The 2nd International Workshop on Web 3.0 and Smart Commerce, W3SC2014, was held in Geneva, Switzerland on 14th of July, 2014 as part of the 16th IEEE Conference on Business Informatics (CBI 2014).

The organization committee consisted of:
Dr. Svetlana Maltseva, National Research University Higher School of Economics, Russia.
Dr. Mikhail Komarov, National Research University Higher School of Economics, Russia.
Dr. Yevgeni Koucheryavy, Tampere University of Technology (TUT), Finland

The program committee consisted of:
Dr. Michael Rappa, Dr. Svetlana Maltseva, Dr. Yevgeni Koucheryavy,
Dr. Mikhail Komarov, Prof. George Mentz.

While industries and corporations have acknowledged the importance of Web 2.0 and started integrating Web 2.0 to their business processes, they provided limited contribution to burgeoning knowledge in Web 3.0. Web 3.0, also called the Intelligent Web has different definitions, but it refers to the provision of a more productive, personalized and intuitive environment through the integration of Semantic Web and in general Artificial Intelligence technologies emphasizing the information understanding.

W3SC2014 is the international workshop on advances in theory, applications and different approaches of using Web 3.0 and Smart Commerce. This workshop is about business transformation according to the Web 3.0 and its definitions, about new types of services and innovative business models due to the high impact of the Web 3.0 and Smart Commerce as a next step of globalization. It also includes discussions on relevant topics of Big Data and Big Data Analytics.

We are trying to look at the Smart Commerce phenomena from different sides and different aspects as the Smart Commerce seeks to help:
- 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.

The increase of Business research activities can be observed in a variety of the 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 worldwide researchers with an interest in Web 3.0. Unlike the conventional conferences, this workshop mainly is focused on exploring theoretical and practical problems raised by the participants. Especially, we provide enough discussion parses for understanding the importance of sustainability and the relationships between the Web 3.0 and Computer science, Management science.

In 2013 there was first International workshop on Web 3.0 and Smart Commerce organized by Dr. Svetlana Maltseva and Dr. Mikhail Komarov during the CBI-2013 in Vienna, Austria. As an outcome of the workshop all participants agreed that the topic of the workshop were up to date and different approaches of data protection issues, services-development, big data analytics issues as well as internet of things should be covered further.

Workshop organizers do hope that the International workshop on Web 3.0, Smart Commerce will be annual with the CBI conference and will be good place for discussion of theoretical and practical problems raised by participants, which would lead to new collaborations and research activities.

As the workshop organizers, we would like to thank all contributors (especially those who accepted the burden of writing a paper), the members of the Organizing Committee of the CBI 2014 for their help in organizing the workshop.

Sincerely,
Svetlana V. Maltseva and Mikhail M. Komarov