Web 3.0 and Smart Commerce (W3SC 2016)
Preface

The 4th International Workshop on Web 3.0 and Smart Commerce, W3SC 2016, was held in Paris, France within the 18th IEEE Conference on Business Informatics (CBI 2016).

The Organizing Committee consisted of Dr. Svetlana Maltseva and Dr. Mikhail Komarov, both from the National Research University Higher School of Economics, Russia. The Programme Committee consisted of Dr. Svetlana Maltseva, Dr. Yevgeni Koucheryavy, Dr. Mikhail Komarov, Dr. Venky Shankararaman, and Prof. George Mentz.

While industries and corporations have acknowledged the importance of Web 2.0 and started integrating Web 2.0 into their business processes, they have provided limited contributions 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 information understanding.

W3SC 2016 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 because 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; and
- Synchronize the value chain to deliver consistent and predictable outcomes.

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 worldwide researchers with an interest in Web 3.0. Unlike the conventional conferences, this workshop is focused mainly on exploring theoretical and practical problems raised by the participants. In particular, we provide enough discussion parses for understanding the importance of sustainability and the relationships between the Web 3.0 and computer science and management science.

In 2013 the first international workshop on Web 3.0 and Smart Commerce was organized by Dr. Svetlana Maltseva and Dr. Mikhail Komarov during the CBI 2013 conference in Vienna, Austria. As an outcome of the workshop, all participants agreed that the topics of the workshop were up to date.
and different approaches of data protection issues, services development, big data analytics issues, and the Internet of things should be covered further. In 2014 topics of big data analytics issues were discussed together with the topics of the Smart Commerce Book of Knowledge, which should be developed. It was stated that the educational aspect of Smart Commerce and how this topic should be discussed at universities are quite important and in 2015 there were several papers covering this area together with the roundtable discussion about the Smart Commerce Book of Knowledge. In 2016 there is a paper about special visualization techniques, which are widely utilized in Smart Commerce solutions, together with modern modelling techniques of different networks (communities), influencing customers’ opinions and customers’ experiences and approaches to special service for big data analytics.

Workshop organizers do hope that the international workshop on Web 3.0 and Smart Commerce will be an annual event within the CBI conference and will be a 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) and the members of the Organizing Committee of CBI 2016 for their help in organizing the workshop.

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