The emergence of new services, as well as the reduction in the cost of telecommunications and easier computer systems, are favoring the penetration of new information and communications technologies in the daily job of businesses and consumers. This not only opens up new business’ sources, but also represents a challenge for science. Researchers focus their efforts in knowing how users react to stimuli and features offered by an information system. This scientific effort requires coordination of multiple disciplines (e.g. marketing, Psychology, Sociology, computer engineering, telecommunications, Law) to enable the development of research projects which join technical analysis with the visions of human behaviour considered by the social sciences.

The 1st International Workshop on Computer Users' Behaviour (CUB08) purports to be a forum of reflection which address the theory, research and applications as well as describes innovative projects about the most relevant topics in the field of management information systems’ research and e-business. Thus, aspects such as the consumer similarities or differences between digital and physical channels, the consumers’ responses to different solutions and strategies in online business, the influence of usability, web design and virtual store ambience issues on computers users’ behaviour, the new marketing methodologies, e-learning and social networks are analyzed in the CUB08.

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