Introduction to Mini-Track: Business to Consumer Electronic Commerce in the Internet and the Digital Economy Track.

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This Mini-Track deals with the rapidly growing e-Commerce world based on the Internet. The papers represent a good cross section of activities: Banking on the Internet, Market Research; Investing in securities by small investors using the Net; Travel agencies doing e-Commerce; and an example of auto financing using e-Commerce.

The presenters are all experts in their fields and have a varied background ranging from academics to members of industrial research centres such as the T. J. Watson laboratories of IBM. The papers agree on one thing: e-Commerce is here to stay, it is now and will increasingly be a significant channel for all sorts of product and service distribution and sales. There are problems galore, but solutions are offered as quickly as these issues are identified. Security is still a major concern for financial transactions as is the nagging problems of how to make a real profit in Internet based e-Commerce. The papers accepted into this Mini-Track address these issues and should provide significant insights into where all this is leading us for those who have an interest in this topic.