

◆ Introduction to the Internet and the Digital Economy Track

Dave King
JDA Software
david.king@jda.com

Alan Dennis
Indiana University
ardennis@indiana.edu

This Track was officially introduced in HICSS-31 (1998). Over the years the topics have evolved to reflect the continuing changes in eCommerce, mCommerce and the Web in general. Some of the original topics are still with us in HICSS-41 (e.g. Electronic Marketing). Other topics, such as Internet Security appeared around HICSS-35 (2002) and likewise continue today. The major change this year is move toward mini-tracks focused on what has been labeled Web 2.0. Among other things, Web 2.0 is characterized by its emphasis on social relationships and the relationship-based economy. Of the 13 minitracks, five—Community Wireless Networks, Interactive Digital Entertainment, Open Movements, Value Webs, and Virtual Communities—either concentrate or touch on issues pertinent to Web 2.0.

This year's Minitracks are:

- Community Wireless Networks for Development addresses the impact of emerging community (municipal) wireless systems on social and economic development in today's society.
- Cyber Threats, Emerging Risks, and Systemic Concerns focuses on issues related to detecting, mitigating and preventing the threat of computer-based attacks and operational failures
- Delivering Online Service- The Role of ICT focuses on the determinants of online service quality, and the technologies, systems, and procedures businesses employ to meet online service delivery requirements.
- Electronic Customer Relationship Management examines the relationship-based economy and the importance of managing customer relationships in eCommerce and mCommerce.
- Electronic Marketing focuses on effective strategies for attracting customers, increasing involvement and purchases, and ensuring repeat visits to online or physical stores.
- Interactive Digital Entertainment, Social Computing and Lifestyle Computing

explores the social, business, and technical issues in interactive digital entertainment and social and lifestyle computing—or the non-business use of computing for purposes of entertainment, socialization, and lifestyle augmentation.

- Internet Security: Intrusion Detection and Prevention in Mobile Systems focuses on the types of security problems that occur in mobile wirelessly-connected systems, the solutions for known problems, and strategies for circumventing these difficulties in the future.
- Market Structures and Business Models for Web-Based Information Goods examines the players (users, intermediaries, suppliers, etc.) and structures in the data market and their associated interactions, business models, and strategies.
- Open Movements: Open Source and Open Content focuses on a variety of critical issues arising from the open source and open content licensing models.
- Standards and Standardization examines the standards and standardization critical to the interoperability, efficiency, and coordination of organizational assets in eCommerce and mCommerce.
- Technologies and Strategies for Realizing Service Oriented Architectures with Web Services focuses on the technology and approaches used to realize service-oriented architectures with Web services.
- Value Webs in the Service Economy explores the use, design, and impact of value webs (networks of collaborating partners) from a technological, social and economic perspective.
- Virtual Communities examines the purpose and common features (interests, practices, language, etc.) of a variety of online communities including Internet cafes, portal sites, online education, groupware systems, electronic auctions, billboards, peer-to-peer file sharing infrastructures, enterprises or organizations, and social communities.