Introduction to Internet and the Digital Economy Track

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The Internet and Digital Economy track focuses on the ways in which the Internet affects people, groups, organizations, and societies (e.g., markets, social networks), as well as fundamental issues in the development and operation of the Internet and Internet applications (e.g., security, open source). This year the track includes nine minitracks:

- Cybercrime in the Digital Economy. Offers insights into the issue of cybercrime in the digital economy, focusing on the underlying motivations, detection, prevention and social implications.
- Diffusion, Impacts, Adoption and Usage of ICTs upon Society. Provides a “global” examination of how ICTs are being diffused, used and adopted within society (households and social communities).
- Electronic Marketing. Focuses on understanding effective strategies for attracting customers, increasing their purchases, satisfaction and loyalty, as well as the responses and behavior of customers to various online marketing vehicles and new marketing media.
- Emerging Risks and Systemic Concerns in Information Security Research and Applications. Encompasses research on the detection, mitigation and prevention of threats from computer-based attacks and operational failures.
- Innovation and the Digital Economy. Provides a platform for research that provides insights into how innovation management and processes are affected by the digital economy and how managers can take advantage of it.
- Learning Analytics and Networked Learning. Explores leading edge technologies and systems that are examine how social learning happens, use data from learning environments to support learning processes, and examine new practices of formal and informal learning on and through the Internet.
- Open Movements: FLOSS, Open Contents, Open Access and Open Communities. Examines a number of movements that share the common characteristics of “openness” including the implications of open content from technical, economic and policy perspectives, the deployment of FLOSS and OC, and the examination of the structure and function of open teams and communities.
- Social Networking and Communities. Focuses primarily on social media and their interrelations with communities (online and offline) in the context of work, personal life, and education.
- Web Mining. Explores the use of data mining and information extraction techniques aimed at discovering patterns and knowledge from various Web data sources, networks and usage.