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:

- **Diffusion, Impacts, Adoption and Usage of ICTs upon Society.** Provides a “global” perspective of how ICTs are being diffused, used and adopted within society (households and social communities).

- **Digital Customer Engagement.** Concentrates on the systematization and intentionality digital customer management as a business process.

- **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 consumer generated 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.

- **Mining and Analyzing Social Media.** Explores the use of content and structural mining techniques to discover patterns in the data produced by social media sites.

- **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.

- **Personalization, Privacy and Identity Disclosure in Virtual Society.** Examines the Personalization Privacy Paradox arising from EC relational value exchanges.

- **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.

- **Technologically Mediated Relationship Creation and Maintenance.** Analyzes all aspects of technologically mediated dating and relationship initiation and maintenance.