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).

- **E-Commerce, Engagement, and Social Influence.** Focuses on cutting edge e-commerce, customer engagement and social influence practices aimed at tracking customers' activities, mapping their social networks and using social influence to approach them proactively, provide customized offerings, and to manage individual consumer lifecycles.

- **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.

- **Global, International, and Cross Cultural Issues in IS.** Focuses on the sociotechnical dynamics and the ways in which the Internet affects people, groups, organizations, and societies with particular emphasis on in the impact of global, international, and cross-cultural issues on ICT development, implementation and use across the globe.

- **Innovative Behavioral IS Security and Privacy Research.** Provides a venue for innovative research that rigorously addresses the risks to information system security and privacy, with a specific focus on individual behaviors within this nomological net. Domains include work related to detecting, mitigating, and preventing both internal and external human threats to organizational security.

- **Organizational Impacts of Online Games.** Investigates the use of information system concepts, theories, methods, tools and practices in the design, use and impact of online digital games for play, commerce, and work.

- **Web Mining.** Focuses on the application of data mining and information extraction techniques aimed at discovering patterns and knowledge from the content, structure and usage of the Web.