Message from the Conference Chairs

Mobility represents a natural human state, hence mobile business (mBusiness) has long been hailed as the complement, and in many aspects a natural successor to the traditional desk-bound eBusiness. The proliferation of smart phones and wireless networks has brought the dream of seamless mobility and always-on connectivity closer to reality – albeit not without new challenges related to technologies, platforms, systems, applications, and business models to name but a few. Much work remains to be done to truly realize the potential of mBusiness and to infuse it in the life of our societies.

Acknowledging such challenges, academics and practitioners have launched a number of international forums in which these can be debated. Amongst them, two annual events dedicated to mBusiness stand apart:

- The International Conference on Mobile Business (ICMB) and
- The Global Mobility Roundtable (GMR)

ICMB and GMR are arguably the two most prominent mBusiness-focused international conferences, bringing together academics and practitioners from around the globe in an annual forum to analyze ongoing developments and to advance the scholarship in the field. Both conferences have been organized annually since 2002 as independent events – the year 2010 marks their ninth year of existence and the first year they are organized jointly. The theme of ICMB/GMR2010 is Innovation and Social Transformation through Mobility and the conference took place in Athens, Greece, 13-15 June 2010.

ICMB/GMR2010 was a truly international event, where the research results were presented and where the ongoing research projects were discussed. The participants came from 40 countries, representing all five continents, to actively participate in an intensive three-day conference. Fifty six full and thirteen research-in-progress papers have been included in the conference program and these proceedings; there were also keynote speeches and four panel discussions. All papers were reviewed by at least two independent reviewers in a double-blind fashion with the help of the 100+ members of the Program Committee.

We would like to thank all the anonymous reviewers for their help, along with the 25 members of the conference advisory board, the 23 track chairs and the numerous colleagues in the local organizing committee for their advice and assistance in making ICMB/GMR2010 a success. Finally, thanks are due to our corporate and university sponsors for their contributions in making the conference financially viable and disseminating it in their constituencies.

As these Proceedings show, the program has advanced the state-of-the-art research in all major areas of mBusiness and we hope that this work will be continued by the future annual conferences.

George M. Giaglis
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Conference Chairs

Patrick Chau
Nikos Mylonopoulos
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Panos E. Kourouthanassis
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