

# eGlobal

## 17<sup>th</sup> Bled eCommerce Conference

### Bled, Slovenia, June 21-23, 2004

Sponsored by  
Faculty of Organizational Sciences, University of Maribor  
Government of the Republic of Slovenia  
Organizations in Slovenia's eCommerce Project  
Ministry of Information Society &  
Ministry of Education, Science and Sport, Republic of Slovenia  
Chamber of Commerce and Industry of Slovenia  
European Commission



[www.BledConference.org](http://www.BledConference.org)

## CALL FOR PARTICIPATION

This conference attracts speakers and delegates from business, government, information technology providers and universities and is the major venue for researchers working in any aspects of eCommerce. There will be a variety of key-note speakers from industry, government and academe. In June 2003, there were over 300 delegates from 38 countries attending the Bled eCommerce Conference.

The conference venue is the alpine village of Bled, 30 km south of the Austrian border - one of the most beautiful spots imaginable. Expect to work hard and play hard and to come away feeling that you have

achieved more than you normally could at any conference.

The conference has a wide appeal, offering:

- A fully-refereed Research Track, devoted to researchers in all aspects of eCommerce;
- A Business and Government Panel Track which attracts eminent business and government people from Europe, North America and the Asia-Pacific region;
- A Business and Government and Academia Meetings.

## CALL FOR PAPERS

### Research track

You are welcome to propose a complete research paper, a panel, a workshop, or a meeting. Research papers should be original, unpublished elsewhere and no longer than 5,000 words in length. Detailed information about electronic submission and other issues will be available on the Conference web site. All accepted papers will be published in the Conference Proceedings on CD-ROM. Selected papers will appear in the *International Journal of Electronic Commerce* or *EM Electronic Markets*.

### Important Dates:

Submission of papers:	February 2, 2004
Notification of acceptance	April 2, 2004
Submission of final papers:	May 7, 2004

For further information please contact the Research Track Chair or Co-Chair.

*At least one of the authors of the accepted research paper and all members of the accepted panel, workshop or a meeting are expected to register for the conference prior to program confirmation.*

## Suggested Research Track Topics

- eStrategy
- eBusiness
- eBusiness Models
- eCommerce
- eGovernment
- Mobile Commerce
- eSMEs
- eBusiness Architectures and Technologies
- eInfrastructures
- eCultures
- eSociety and Societal Impact
- Regional eCooperation
- Cross-border eCollaboration
- Virtual Collaboration
- eMarketplaces
- eMarketing
- Web Services

- Ambient Organizations
- eEducation
- eProcess Design

## The Bled Outstanding Paper Award

The Bled eCommerce Conference has been in operation for many years - much longer than any other eCommerce event. It has made, and continues to make, substantial intellectual contributions to progress in eCommerce research and teaching. In recognition of this, an Outstanding Paper Award was instituted in 1999.

The winning author will be selected by a small panel of judges, from the papers submitted to the Research Stream. The Award will be evidenced by a plaque to be presented to the author(s). The Award Fund was established by a group of professors who have been long associated with the event.

## Conference Details

### Registration fees

Full conference fee until May 20, 2004 is EUR350,00. After May 20, 2004 the conference fee is EUR400,00 (20% VAT included). Full-time student, recommended by his/her professor is invited to apply for a grant to waive 50% of the conference fee.

### Local transfers

Registration includes transfer from either Ljubljana International Airport or Lesce-Bled and Ljubljana railway station.

### eUniversity Forum

#### Making eCommerce Happen in Universities [www.BledConference.org/eUniversityForum](http://www.BledConference.org/eUniversityForum)

Specific objectives of the forum are as follows:

- The creation of instructional management systems to facilitate the delivery of learning.
- The introduction and implementation of enterprise-wide systems encompassing all academic and administrative functions.
- The integration of instructional systems with enterprise-wide systems.
- The further development of eCommerce systems for university suppliers of materials, supplies, and services and other regional initiatives of the University.
- The use of eCommerce and eLearning applications to facilitate economic and community development.
- The formation of alliances to support all of the above.
- All other pertinent issues.

#### The Undergraduate and Graduate Students Bazaar: Presentation of eCommerce Prototypes [www.BledConference.org/StudentsBazaar](http://www.BledConference.org/StudentsBazaar)

The Bazaar will be a combined "trade fair" and "poster session". Students will be able to present their eCommerce prototypes and discuss their ideas with conference participants.

Preference will be given to prototypes proposing new innovative or revolutionary eCommerce solutions and new ways to implement eCommerce, as well as new ideas for business in Cyberspace.

*Professors:* Please consider your most promising graduate students for this event. The bazaar is intended for students aiming at the honors, masters or doctoral level but it is not an outlet for what might otherwise be a full conference paper.

*Students:* Please submit a short proposal describing your prototype and what you want to present in an email (with an optional URL to further information) to the Chair of the Bazaar admissions committee [E.Heck@fbk.eur.nl](mailto:E.Heck@fbk.eur.nl). Descriptions, which must be no longer than 2 pages of paper, will be used to decide which prototype to invite.

*Submissions must be supported by students' professor/supervisor. Please attach a statement of support to your application.*

*Prototype presenter will have hotel accommodation provided.*

## Meetings

### ***eBusiness ALADIN – ALpe ADria INitiative Meeting on a Single European Electronic Market Development in the Region: Universities Role and Contribution*** **[www.BledConference.org/ALADIN](http://www.BledConference.org/ALADIN)**

The Universities will create an international network, at regional level, sharing common ideas and knowledge in teaching and research activities in the field of eCommerce.

The intention of the cooperation is to create mobility of students and professors, imposing common lectures, creating virtual teams of students from different Universities and professors lecturing at different Universities, in order to harmonize with global and international activities of eCommerce

### ***Business & Government Executive Meeting on Cross-border eCommerce Development in the Region*** **[www.BledConference.org/ExecutiveMeeting](http://www.BledConference.org/ExecutiveMeeting)**

Numerous business and government organizations in the countries of the region are considering eCommerce an important mechanism for processes efficiency & effectiveness improvement and trade facilitation. Since 2001, business and government executive meetings are sponsored in order to increase cooperation and accelerate a development of cross-border eCommerce in the region. Meetings are investigating opportunities of, and interest in, international research & development projects.

The meeting's objectives are:

- Motivating executives for e-technologies implementation and usage.

- Establishing contacts between business, informatics & logistics executives of participating organizations in the region.
- Creating a favourable climate for cross-border business & government cooperation in eCommerce development in the region.
- Indicating existing and anticipated governments' related problems of cross-border eCommerce and presenting them to respective government agencies.
- Providing environment for business, government, and universities in the region to interact in identifying opportunities for collaboration and joint projects.

### ***The New eSilk Road and eAmber Route in Perspective: Challenges and Opportunities*** **[www.BledConference.org/eSilkRoad&eAmberRoute](http://www.BledConference.org/eSilkRoad&eAmberRoute)**

Objectives of the meeting are to:

- Establish contact with like-minded people: researchers, administrators, policy makers and advisers, businessmen, and other stakeholders.
- Raise awareness among such people of contemporary issues related to eCommerce.
- Begin building a network of institutional links and researchers for further collaboration in joint activities.
- Obtain first hand experience with existing applications of eCommerce in the Region.

- Establish an indication of the level of awareness of eCommerce issues and opportunities in the Silk Road and Amber Route region.
- Identify opportunities for continued collaborative research into problems and possibilities for expanding eCommerce in the region.
- Suggest an agenda for future collaborative research and development activities intended to further the aims of the meeting.

### ***Small eBig Countries Meeting: How are they Preparing for eGlobal*** **[www.BledConference.org/SmalleBig](http://www.BledConference.org/SmalleBig)**

The meeting will address the following issues:

- How can the country be described as "Small" and as "eBig"?
- What were key factors supporting eCommerce development in a "Small" and "eBig" country?
- What are the impacts of the most visible eCommerce success stories in the country?
- What were the unanticipated surprises and how were they dealt with?
- What are major suggested goals for accelerated eCommerce development in next 2-3 years?

- What are expected obstacles to accelerated eCommerce development in next 2-3 years?
- What and how could small countries do jointly in order to exploit eCommerce for successful and effective development in the region of neighbouring countries?

*Participating countries: Finland, Ireland, Hong Kong, Lithuania, Portugal, Slovenia (other countries to be indicated)*

## Chairs

### *Conference Chair*

**Jože Gričar**, Professor & Director

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### *Conference Chair Assistant*

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*Business & Government & University Meeting on the New eSilk Road and eAmber Route in Perspective*  
*Co-chairs:*

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