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| Number | T - 10 | | |
| Name | Economics and Value of IS | | |
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| Descriptor | <p>A major part of our current economy is based on value creation through Information Systems (IS). The increasing amount of information that is created, exchanged and processed in B2B, B2C and, recently, C2C interactions is giving rise to new business models, e.g. sharing economy platform operation or analytics-as-a-service. Many of these new IS-enabled businesses operate regardless of national frontiers. One of the major IS research challenges is to investigate how these new business models shape our economic and social environments. The economics and value of IS track considers various issues including economics of information goods, platforms, cloud computing, mobile services, as well as the impact of IT-driven business models on existing organizations, industries, economies, and societies. Papers are expected to make an original contribution to theory or practice of creating, adopting or using information technology. This may come from examining new phenomena, applying a new theoretical perspective, or by gathering new data. Authors should focus on articulating their unique contribution, both linking it to the body of their study and contrasting it to the characterization from prior research.</p> <p>Suggested Topics:</p> <p>This track invites theoretical and empirical submissions that comprise - but are not restricted to - topics like:</p> <ul style="list-style-type: none"> · Economics of information / communication goods and service networks · Business models for information goods · Internet Economics · Adoption of Cloud Computing · Electronic markets efficiency and mechanism design · Economics of mobile services · Decision-making in electronic markets · Business Value of IT projects and programs · Online auctions · Platform competition, standards and multi-sided networks · Predictive modeling and analytics in economics of IS · Economics of the sharing industry · Economics of crowdworking <p>This proposed track fits perfectly into the conference theme "Information systems as a global gateway". Increasing interconnectedness between people and businesses generates new business models and increases social connectedness regardless of national frontiers. However, the consequences for private consumers and firms are under-investigated so far. This track aims to close this research gap.</p> | | |

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