Track 10: Economics and Value of IS

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Description

With the increasing importance of the service industry, a major part of our current economy is already based on the value created by information creation, information exchange, and the possibility of IS to process large amounts of information. This results in product customization, consumer-produced content, marketing through social networks, or IS support for dynamic business processes. However, the details on how value networks and business models, dealing with information goods will play out in the long run still have to be investigated. There is little understanding on how information technology should link stakeholders in such a way that they can not only reduce cost but also create new value through their interconnection. The economics and value of IS considers the specifics of information goods such as the requirements of IS that enable information goods, their initial production within IS projects, their value-based management, their cost for distribution, their composition requirements, and their impact on existing industries, economies, and societies.

Submissions to this track are expected to make an original contribution to the theory or practice of creating, adopting or using information technology. This may come from examining new phenomena, applying a new theoretical perspective, or designing a new artifact. Thus, all methodological approaches (e.g. empirical, theoretical, and design-oriented) are welcome. Authors should focus on articulating their unique contribution, demonstrating it by means of the analytical or empirical content of their own study and by contrasting it to prior research.

Topics of Interest

Possible topics include, but are not limited to:

- Economics of information goods (Bundling, Versioning, Policies, Business models)
• Incentive structures
• Pricing of services
• Economics of service networks
• Internet Economics
• Adoption of Cloud Computing
• Matching in electronic markets - issues of efficiency and mechanism design
• Economics of mobile services
• Decision-making in electronic markets
• Economics of IT infrastructures
• Value-based management of IS projects and programs
• IT productivity
• Societal value of IT
• Online auctions - issues of trust, simultaneity and competing auctions
• Digital piracy and IP protection
• Human capital issues and economics of IT labor
• Platform competition, standards and two sided networks
• Predictive modeling in economics of IS

Sponsorship

This track is supported by the Economics of IS department of the journal Business & Information Systems Engineering (BISE). Authors of selected papers will be invited to submit an extended version to a special issue of BISE (www.bise-journal.com) through a fast track review process.

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