

Special Issue Call for Papers

Personal and Ubiquitous Computing (ISSN: 1617-4909)

Special Issue on U-Business Service and Strategy



Introduction

As the information technology has advanced, we are facing a novel business environment called “U-Business”. It means a realization of a novel type business environment where information exchange could be made via various devices such as smartphone, laptop, MID (Mobile Internet Device) and etc in real life environment. U-Business embraces all kinds of electronic commercial transactions which take place through any types of measures including smart device, smartphone, internet, wireless network, TV and etc. Its characteristics are an integration of online and offline business, convergence of wired and wireless internet and electronic commercial transactions based on autonomous computing environment. Thus, U-Business facilitates constant business transformation in new technology paradigms and new assessment paradigms. Many leading organizations are increasing their investments on innovative U-Business technology, applications and service. Some of IT service providers are positioning their products and services as “U-Business ready” and are establishing new value chain system. This trend force organizations to adopt sustainable business plans for implementation procedures and business process design method. This special issue aims at bringing together researchers and practitioners having the common objective of U-Business application, services and technologies including methods to assess them into a mature discipline. In particular, we will encourage works and discussions about what U-business needs in order to achieve its original goal.

Topics

Papers on practical as well as on theoretical topics and problems are invited. Topics include (but are not limited to):

- Evolution of New Generation U-Business Philosophies
- Trust and Value Creation through New Generation U-Business Applications
- Knowledge Management through New Generation U-Business Applications
- Service Competence of New Generation U-Business Applications
- Strategic Experimentation Paradigm for a U-Business Applications
- U-Business /IT Infrastructure Requirements
- Entrepreneurial U-Business Best Practices
- Legal, Ethical, Cultural, Training and Social Issues related to U-Business
- Design, Development and Implementation of U-Business
- Case Studies and Experience Reports of U-Business
- Emergence of New Generation U-Business Applications
- U-Business Readiness
- Development of U-Business Professionalism

Submissions

Manuscripts should be prepared and submitted by email to the Corresponding Guest Editor – Prof. Jonghyuk(James) Park. Please note in your cover letter the theme issue for which your submission is intended.

Note: Manuscripts must not have been previously published or be submitted for publication elsewhere. Each submitted manuscript must include title, names, authors' affiliations, postal and email addresses, an extended paper, and a list of keywords. For multiple author submission, please identify the corresponding author.

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Important Dates

Deadline for manuscript submission: 20. Nov. 2011

Acceptance notification: 20. Jan. 2012

Camera–ready Final Manuscript Due: 20. Feb. 2012

Publication date: 2nd or 3rd Quarter, 2012(Tentative)

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