<u>**CALL FOR PAPERS AND TUTORIALS**</u>

FIFTH INTERNATIONAL MCETECH CONFERENCE

23-26 January, 2011
Les Diablerets, Switzerland

The Internet and the Web are continuously evolving. Their changing incarnations such as Web 2.0, services and service-oriented architectures, cloud computing and convergence with mobile Internet are transforming the way traditional activities are undertaken and having a dramatic impact on many aspects of modern society. Companies, governments and users are continuously challenged to follow up and take advantage of the potential benefits and power of digital technologies. Successful transformation to meet new challenges and opportunities is a multi-faceted problem, involving vision and skills, but also many technological, managerial, economic, organisational, and legal issues.

MCETECH 2011 aims to bring together researchers and practitioners interested in exploring the transformation of a newly connected world through its multiple facets, with a focus on the technological, managerial, economic, and organisational questions. Original and inter-disciplinary approaches to these problems are highly encouraged.

Authors focusing on the technological aspects are encouraged to highlight managerial, economic, or organizational implications of their work. Conversely, authors focusing on the managerial, economic, or organizational aspects are encouraged to highlight the technological dimension.

The program committee will award a Best Paper Award to the best research paper in terms of 1) originality, 2) presentation, and 3) impact. Extended versions of the finalist papers shall be submitted to a journal special issue (journal to be determined). All accepted research papers will be published in the Lecture Notes in Business Information Processing, published by Springer Verlag.

The conference also includes an industrial track, providing a forum for practitioners to present problems and case studies that have benefited from, or could benefit from, Internet technologies in their business.

Topics

Submissions are invited in the areas mentioned in the following non-exhaustive list:

Mobile Internet and Applications in society

- Internet-based collaborative work
- Business models and Ecosystems
- eBusiness (B2B, B2C, B2M)
- eHealth, eEducation, and eGovernment

- Telecommunication services

Methods

- Organizational transformation
- Process modeling languages (syntax, semantics, validation)
- Process adaptation (methods, tools)

Clouds

- Service composition
- Open APIs and mashups
- Methodologies and Tools
- Ubiquity management

Architectures

- Novel deployment technologies
- Distributed transactions
- Recovery
- Network management

Trust

- Requirements
- Legal issues
- Privacy and data protection
- Identity theft

Format

The conference program will include:
    research paper sessions,
    tutorials,
    industrial track

Important dates

Research papers
    August 16, 2010   Full papers due
    September 24, 2010   Notifications sent
    October 18, 2010   Camera-ready copy due

Tutorial propositions and Industrial track contributions
    October 18, 2010   Proposals due

November 1, 2010   Notifications sent
December 17, 2010   Tutorial notes due

Conference
23-26 January, 2011

Venue

The conference will take place at hotel Eurotel Victoria in Les Diablerets in the Swiss Alps. Located only 2 hours from Geneva, Les Diablerets region with its glacier, typical villages and world famous destinations, offers postcard Swiss charm. In winter, the region features alpine skiing and snowboarding but also cross-country skiing, snowshoeing or hiking, day or night sledge runs, ice-skating or curling activities.

Further information
Conference web site: http://www.mcetech.org
Instructions to authors: http://www.mcetech.org/submissions.html