

# Call for Contributions

## Submission:

**1. Inform the Chair:** with the Title of your Contribution

**2. Submission URL:**

<https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=CENTRIC+2017+Special>

Please select Track Preference as **UC-EMoBus**

## Special track

### UC-EMoBus: User Centricity in Electronic and Mobile Business

#### Chair and Coordinator

Stephan Böhm, Professor for Telecommunications/Mobile Media, Center of Advanced E-Business Studies (CAEBUS), RheinMain University of Applied Sciences, Germany

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along with

**CENTRIC 2017**, The Tenth International Conference on Advances in Human-oriented and Personalized Mechanisms, Technologies, and Services  
October 8 - 12, 2017 - Athens, Greece

<http://www.aria.org/conferences2017/CENTRIC17.html>

User-centered design is one of the key success factors for innovative electronic and mobile business solutions such as e-commerce websites and mobile apps. The special track UC EMoBus welcomes authors to submit original scientific work and practical insights on state-of-the-art methods and the impact of an early user involvement in the development of new e- and m-business products and services. Important areas for research are methods, tools and instruments of user research, feedback analysis and prototyping within an iterative and user centric development approach.

Research work can analyze scenarios in B2C, B2B and B2E markets by applying qualitative or quantitative research methods. The track invites authors with idea papers as well as short and long papers.

#### Topics include, but not limited to:

- Innovative prototyping tools for e- and m-business products and services
- Innovations in e- and m-business user research (e.g., for use case analysis, diary studies)
- Advanced user feedback data collection and analysis in e- and m-business scenarios
- Innovations in logging, tracking and analysis of user behavior in e- and m-business
- Application of lean concepts for e- and m-business model innovations
- Impact of user centricity on e- and m-business success

#### Important Datelines

- Inform the Chair: As soon as you decided to contribute
- Submission: August 31
- Notification: September 7
- Registration: September 14
- Camera ready: September 14

*Note: These deadlines are somewhat flexible, providing arrangements are made ahead of time with the chair.*

## **Contribution Types**

- Regular papers [in the proceedings, digital library]
- Short papers (work in progress) [in the proceedings, digital library]
- Posters: two pages [in the proceedings, digital library]
- Posters: slide only [slide-deck posted on [www.iaia.org](http://www.iaia.org)]
- Presentations: slide only [slide-deck posted on [www.iaia.org](http://www.iaia.org)]
- Demos: two pages [posted on [www.iaia.org](http://www.iaia.org)]

## **Paper Format**

- See: <http://www.iaia.org/format.html>
- Before submission, please check and comply with the editorial rules: <http://www.iaia.org/editorialrules.html>

## **Publications**

- Extended versions of selected papers will be published in IARIA Journals: <http://www.iaiajournals.org>
- Print proceedings will be available via Curran Associates, Inc.: <http://www.proceedings.com/9769.html>
- Articles will be archived in the free access ThinkMind Digital Library: <http://www.thinkmind.org>

## **Paper Submission**

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## **Registration**

- Each accepted paper needs at least one full registration, before the camera-ready manuscript can be included in the proceedings.
- Registration fees are available at <http://www.iaia.org/registration.html>

## **Contacts**

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