

# CALL FOR PAPERS

## Pervasive Informatics in the Digital Economy

### 12th International Conference on Informatics and Semiotics in Organisations IFIP WG8.1 Working Conference

July 19-21, 2010  
Reading, UK  
with satellite sessions in Beijing, China

<http://www.orgsem.org/2010>

The 12th International Conference on Informatics and Semiotics in Organisations, (ICISO 2010), previously named International Conference on Organisational Semiotics (ICOS), is the twelfth in a series of international events devoted to the latest research in informatics in organisations and organisational semiotics.

#### **Conference Scope and Theme**

In the present era, information and knowledge are key to the development of the current society and economy. The digital economy is driven by the effective use of information and communication technology to help enhance the quality and transform the lives of individuals, society and business. Information is the critical resource on which humans are constantly dependent in conducting purposeful activities and achieving their objectives.

Pervasive Informatics, as an emergent discipline, studies how information affects humans in built environments. The built environments provide spatial contexts for business organisations, government institutions, commercial enterprises, and other business settings, as well as buildings and spaces for working and living. The majority of human activities (e.g. related to social, economic and scientific purposes) take place in a built environment. Increasingly, information is provided pervasively to the users within the built environment. With the support of appropriate technology, the users can access to the information as they need; although often they may also have to face with the information even if not wanted. A user may therefore be immersed in the field of information whether or not it is desired by the user. Such a phenomenon of pervasiveness has been bringing revolutionary impact to the human society. Pervasive Informatics helps us to understand the nature and characteristics of information from its creation, representation, processing and utilisation, embedded within the complex interactions between humans and built environments. It is concerned with approaches and methods on how information can be managed and used to enhance the effectiveness of work and quality of life.

#### **Format and Venue**

Following tradition, ICISO 2010 aims to provide a focal forum for active researchers, practitioners, business and industrial professionals and academics from diversified domains of information management and information systems, and from business and engineering. They will be able to share their latest research achievements and practical experiences, to exchange in-depth findings and innovative ideas, and in particular to harness the greatest challenges in the changing era and thinking seriously into the future. The ICISO 2010 will also continue the effort of the international research community in the development of the emergent discipline of informatics and its applications. It will focus not only on theory building, but also on the practical benefits gained so far through applications of methods and techniques derived from various approaches.

This year's conference takes place at the University of Reading's green and spacious Whiteknights Campus, within easy reach of London. Additionally, a satellite session will be organised at Beijing Jiaotong University to widen access to participants from China and further expand this research community.

Research papers describing original work in relevant areas are invited. Industrial and work-in-progress papers are also welcome.

#### **Topics**

The conference topics of interest include, but are not limited to:

- Organisational Semiotic theory, concepts, methods and techniques, and their practical applications
- Semiotically motivated approaches to information systems
- Pragmatic web and context-aware approaches and applications
- Semantic web and applications
- Service-oriented architecture, design and implementation
- Business and IT strategies
- Alignment and integration of business and technical systems
- Adaptive architecture for information systems
- Information engineering and complex systems
- Agent-based information systems and business intelligence in organisations
- Collaborative systems for organisations
- E-government, e-commerce, mobile and pervasive commerce
- Business process and workflow modelling, analysis, integration and management
- Digital economy: theory, methods and techniques for design and applications
- Pervasive informatics in organisations
- Intelligent spaces and built environments for working and living

- Construction informatics for sustainable environment
- Information utilisation and technology management for sustainable economy
- Digital content management

The following topics are particularly solicited for the satellite session in Beijing:

- Informatics for logistics
- Supply chain management
- Information management for transport
- Customer relationship management (CRM)
- E-Commerce and mobile commerce
- Business and IT strategies
- Enterprise resource planning systems (ERP)
- Enterprise information systems and value chain management
- Enterprise applications for logistics, customer relationship management and supply chain management
- Service Science

### **Important dates**

Full paper submission:	February 15, 2010 <b>March 1, 2010 (Extended)</b>
Notification of acceptance:	April 1, 2010
Camera-ready version:	May 15, 2010
Conference:	July 19-21, 2010

### **Submission Guidelines**

Authors are invited to submit original, unpublished research papers that must not be published elsewhere and not currently under review for any other publication. The manuscripts in English must be submitted in the provided format (both as Word and Adobe PDF files) and may not exceed 8 pages. All papers will be submitted to the conference through the EasyChair system. All accepted papers will be included in one proceeding.

### **Publication**

The papers will be selected based on a peer review by three independent members of the program committee. This review process will be anonymous in order to ensure quality and to avoid prejudice. At least one author per accepted paper is required to register and attend the conference.

Conference proceedings will be published by INSTICC. All papers published in the conference proceedings will be submitted for indexing by ISTP, and further by DBLP, INSPECC and Thomson Reuters conference proceedings citations index.

### **Invitation for Proposals of Workshops and PhD Consortium**

The ICISO 2010 invites proposals for workshops and PhD consortium. Please contact the Conference Secretary if anyone intends to submit a proposal.

### **Parallel Sessions at Satellite Site in Beijing**

A satellite conference site for ICISO2010 will be provided in Beijing for participants who cannot attend the main conference in Reading. It is planned that video links will be provided between the two sites for the paper presentations, and the keynote presentations will be shared live by both sites. Wherever the participant has chosen to attend, all paper submissions, peer reviews and participation registrations will follow the standard procedures executed by the conference programme committee.

### **Organization**

#### **Conference Co-Chairs**

Rene Jorna, University of Groningen, The Netherlands  
Kecheng Liu, University of Reading, England

#### **Program Co-Chairs**

Guorui Jiang, Beijing University of Technology, China  
Keiichi Nakata, University of Reading, England  
Lily Sun, University of Reading, England

#### **Organizing Chair**

Yinshan Tang, University of Reading, England

#### **Publication Chair**

Xuejen Feng, Beijing University of Technology, China

#### **Regional Co-Chairs (Beijing)**

Zhenji Zhang, Beijing Jiaotong University, China  
Runtong Zhang, Beijing Jiaotong University, China

#### **Conference Secretariat**

Hubert Grzybek, University of Reading, England

#### **Beijing Secretariat**

Dan Chang, Beijing Jiaotong University, China  
Bing Zhu, Beijing Jiaotong University, China

#### **Conference Contact Details**

Conference website: <http://www.orgsem.org/2010/>  
Mirror site in China: <http://icir.bjtu.edu.cn/iciso2010/>

Conference email address: [ICISO@reading.ac.uk](mailto:ICISO@reading.ac.uk)  
Local enquiries (Beijing): [iciso@bjtu.edu.cn](mailto:iciso@bjtu.edu.cn)