

## **Internet and the Digital Economy Introduction to Track**

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The Internet and Digital Economy Track was initiated in 1996. This year the track consists of 16 minitracks. From an overall perspective, these minitracks can be divided into two major groups – applications and methodologies. On the one side are those minitracks whose contents are aimed at understanding the operation of particular e-commerce applications or segments. On the other side are those minitracks that focus on particular methodological, technical or ethical issues. The minitracks that fall within those categories are listed below:

### E-commerce Applications:

- Business-to-Business Electronic Commerce
- E-commerce Customer Relations Management
- Electronic Marketing
- Financial Industry in the Digital Economy
- Value Webs in the Digital Economy
- Web-based Integration of Financial and Logistic Supply Chain

### E-commerce Methodologies, Technologies and Ethical Issues:

- Deep Issues in IT Security
- E-Commerce Systems Development: Models, Methods, and Methodologies
- Ethical, Legal and Economic Issues in the Digital Economy: Intellectual Property Rights, Piracy, Trust, Security and Privacy
- Internet Security: Intrusion Detection and Prevention
- Information Systems Security Management
- Online Communities in the Digital Economy
- Peer-to-Peer Paradigm
- Personalization Management Systems
- Telecommunication & Network Convergence: Theory & Practice
- Web Services and Workflow: Choreography, Coordination, Composition

While some of the minitracks have been in existence for sometime (e.g., B2B and Electronic Marketing), the remainder reflect the fluid nature of the Internet and the Web. This year, for example, two areas that have received increasing attention are security and intellectual property (IP) rights. As a consequence, there are several new minitracks devoted to these subjects. Peer-to-peer and web services are also relatively new – reflecting the changing infrastructure of the Web. Given the volatile nature of the digital economy, the Internet, and the Web worldwide, we can expect to see a number of new issues and ideas emerge over the next few years. This track will continue to mirror these changes.