

Digital Marketing

To be held in CENTERIS 2015 – International Conference on ENTERprise Information Systems
Vilamoura, Algarve, Portugal, 7-9 October 2015

<http://centeris.scika.org>

AIS Affiliated Conferences

WORKSHOP OBJECTIVE

Since the birth of the Internet, two-way communication via Web-based exchanges has become more and more popular in electronic transaction, publication, broadcasting, and other service applications (Li, Tan & Xie, 2002), so the Web is an increasingly important resource in numerous aspects of life (AbuAli & Abu-Addose, 2011). Since organizations have been realizing the possible implications of the Internet in their work (Aladwani & Palvia, 2002), Internet has become a key strategic weapon, which is particularly important considering today's competitive business environment (Davidavičienė & Tolvaišas, 2011). Using Internet as a Marketing tool is considerably less expensive than using other media, so web-based Marketing allows organizations to equally compete with each other, regardless the differences that may exist (Klassen, 2002). Considering the mentioned aspects, as well as the rapid pace development of digital and social technologies, research on this topic is fundamental nowadays. In fact, one of the research priorities identified by MSI for 2014-2016 is the evaluation of how digital, social and mobile technologies can be used and managed in order to obtain marketing advantages.

WORKSHOP TOPICS AND AREAS OF INTEREST (not limited to)

- Guidelines for conducting search campaigns.
- Directives for creating online ads and promotions.
- Engaging customers with social media.
- Website quality dimensions.
- Using mobile and social media marketing to communicate with the consumers: advantages and obstacles.
- The role of social media in consumer perceptions.
- The complementarity between digital and traditional media: differences and similarities.
- Monitoring social media.
- The role of digital media in research.
- The role of digital media in different age groups.
- The Web 3.0 Era.

SUBMISSIONS

We welcome full research papers, short papers, posters and practitioner papers on the workshop theme.

Submitted manuscripts must be written in English. Each manuscript should not exceed the maximum number of pages predefined for each submission type, considering the format available for download at the conference webpage.

Manuscript should be submitted electronically at the CENTERIS webpage until April 3, 2015.

Submitted papers will be reviewed on a double-blind review basis, and authors will be notified of the review process results by May 17, 2015. Authors of accepted papers can receive recommendations to revise their manuscript according to the reviewers' comments and should submit the revised version until June 12, 2015.

IMPORTANT DATES

Deadline for paper submission: April 3, 2015 Notification of acceptance/rejection: May 17, 2015

Revised version: June 12, 2015 Conference Date: October 7-9, 2015

PUBLICATION

Accepted full and short papers will be published in the conference proceedings (with ISSN). Poster and practitioner papers will be published in the conference book of abstracts, industry and poster papers (with ISBN).

Authors of a selection of papers will be invited to enhance their manuscripts for inclusion in a book of chapters or in a journal.

WORKSHOP CHAIRS

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WORKSHOP SCIENTIFIC COMMITTEE

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