

2nd International Conference on Digital Economy

Emerging Technologies and Business Innovation

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📍 Sidi Bou Said, Tunisia

Special Session on

Online Users and their Stakeholders' Behaviour (OUSB)

Aims and Scope

The aim of this session is to bring together academicians from different disciplines to present and debate their studies about the users and their stakeholders' behavior, its pattern, its on-line facilitators and inhibitors. Indeed addressing these aspects contributes to better understand the factors that make people worry, or not, about their information disclosure and privacy, their surfing behaviour, the safeguards they take, the way they process information, assess their relevance and credibility, and therefore engage in an approach behaviour or avoidance one.

Focusing on these topics and their related issues might be very helpful in shaping on-line stakeholders behaviours (short, middle and long term activities, structures and strategies). Actually, it allows them better profile potential users and to adopt more accurate targeting strategies. It helps design more suitable websites taking into account emotional and cognitive and physiological components of the target. It contributes to a better use of big data by assessing their appropriateness and trustworthiness, and therefore to develop and implement suitable trust-building strategies. It helps to find out better mechanisms/solutions to secure financial transactions systems, and to humanize users' on-line experiences, so that they produce not only effective behavioral responses among users but also allow a better ROI (return on investment) for all stakeholders courses of actions in the online exchange system.

Topics of interest

The topics of **OUSB** includes, but is not limited to the following topics:

- e-administration services adoption
- e-users' consumption experiences
- Online information processing and buyer behavior
- Culture impact on online exchanges
- Online trustworthiness and trust development and maintaining
- Information efficacy
- Connectedness and user behavior

Submission procedure

We invite researchers to submit scientific papers which should not exceed 10 pages using the **Springer** templates ([Latex template](#), [Word template](#)) without page numbers. Please select the acronym of the special session when submitting your paper on the EasyChair system. Submitted papers are selected based on their originality, relevance to the Special session topics and technical soundness, following a double blind peer-reviewing process. Authors names and affiliations should be deleted from the submitted version. Self-references should be in the third person. One of the authors of an accepted submission should attend the conference to present the work. Papers should be submitted in PDF format through the EasyChair system. Please note that English is the only accepted language for writing and presenting papers. Registered and presented papers will be submitted for inclusion in **Springer Library**.

EasyChair on-line submission website:

<https://easychair.org/conferences/?conf=icdec2017>

Important Dates

- Deadline for paper submission: **January 2nd, 2017**
- Notification of the first round review: **February 5, 2017**
- Deadline of revised version submission **February 26, 2017**

Special session Organizers

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