



"Research Forum to
Understand Business
in Knowledge Society"

September 20-22, 2004
Tampere, Finland

CALL FOR ABSTRACTS

eBRF 2004 is a border-crossing, innovative conference organized to increase understanding of Business in Knowledge Society. eBRF calls for people to present fresh ideas and knowledge-in-making, rather than completed research — all in the spirit of integrating e-business into existing disciplines and making it "business as usual". eBRF 2004 offers a dynamic platform to participate in the making of business knowledge.

The third eBRF 2003 brought more than 170 researchers, business practitioners, and developers from 14 countries to Tampere to exchange views and ideas on theory vs. business reality. According to the unique eBRF procedure, the presenters had until the end of the year to submit papers to the conference proceedings *Frontiers of e-Business Research (FeBR) 2003*. For the electronic version of *FeBR 2003*, see: www.ebrc.fi.

eBRF 2004 IN TAMPERE, FINLAND

eBRF 2004 is organized during **September 20-22 in Tampere, Finland**. Strong industrial tradition and success in knowledge society transformation make Tampere a perfect site for a conference looking at transformation of business from industrial to knowledge society.

The conference program consists of research presentations, discussions and several invited keynotes, including for example **Prof. Evert Gummesson** (Stockholm University School of Business), **Prof. Ron Sanchez** (Copenhagen Business School) and **Prof. Takeru Ohe** (Waseda University, Tokyo). In addition, we offer several get-togethers in a casual atmosphere. For example, as sauna plays an essential role in the Finnish culture, we offer the option to experience the original smoke sauna by the lake!

At eBRF 2004, special attention is placed on interactivity. Each participant will receive a portable handset for voting/surveying which enables each presenter to receive instant feedback from his/her audience. The selection of the eBRF 2004 Best Work in Progress Award will partly be based on the participants' votes.

INTRODUCING BEST FULL PAPER AWARD

eBRF calls for people to present knowledge-in-making, rather than completed research. Best work in progress has been awarded ever since 2001. Now, to also acknowledge completion of the research presented at eBRF 2004, a new award has been established. The best full paper submitted for publication in *FeBR 2004* will receive a €1000 cash prize and a certificate of acknowledgment. The Best Full Paper Award review process takes place next spring and the award will be announced and presented at eBRF 2005.

THEMES OF THE CONFERENCE

The relevant research themes include, but are not limited to:

I Electronization (Development) of Business

- Understanding Consuming in Knowledge Society
- Expert and Service Innovations
- Managing Diversity in e-Business
- Harnessing Technology into Manageable Business Concepts
- New Ways of Networking in Knowledge Society

II Management of Information and Knowledge

- Business Intelligence Practices and Processes
- Innovative Applications of Technologies in Business Intelligence
- Knowledge Management
- Changes in Value Chains
- Knowledge Intensive Organizations
- New Approaches to Organizations

III Strategizing in Knowledge Society

- Global Strategy Perspectives
- Business & (Knowledge) Society
- Technology Foresight and Strategy Making
- Entrepreneurship, Venture Capital, and Venture to Capital
- New Business Models and Emerging Concepts of Industries

Please submit a **1 to 3 page abstract** for a double blind-review process through the conference website. The eBRF 2004 review board comprises a constructive, international group of senior experts of the themes at hand. In your abstract, define as clearly as possible the empirical or conceptual leap forward you are seeking, your theoretical foundation, research strategy, methods, and nature of data.

See the subthemes from the attached appendix and submit your abstract at www.ebrc.fi/conference2004.

IMPORTANT DATES

Abstract Submission Deadline	May 31
Notification of Acceptance/Rejection	June 27
Registration Deadline	August 8
Presentation Submission Deadline	September 5
eBRF 2004 Conference	September 20-22
Full Paper Submission Deadline	November 30
FeBR 2004 Publication	February 2005

MORE INFORMATION

The conference is organized by eBRC (www.ebrc.fi), a joint venture between Tampere University of Technology and University of Tampere. eBRC is also one of the six modules of the eTampere knowledge society program (www.etampere.fi).

For more information see www.ebrc.fi/conference2004

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APPENDIX 1.

THEMES OF eBRF 2004

We welcome scientific research papers including case studies. Topics of interest include, but are not limited to the following:

I ELECTRONIZATION (DEVELOPMENT) OF BUSINESS

In today's environment, business development often translates into electronization of business. Almost any development of any aspect of business – functions and/or processes – consists of more efficient use of ICT, transformation from business to e-business. Business theories are faced with the same challenge. Theme I of eBRF 2004 encourages topical border-crossing research from the classic management disciplines: Accounting/Finance, Management and Marketing.

Understanding Consuming in Knowledge Society

- (Mass) Customization
- Enhancing Communities with New Technologies (Internet, mobile)
- Special Groups as Consumers of Electronic Services
- Change of Consumer Behavior and New Technology

Expert and Service Innovations

- Dynamics of Social and Process Innovations
- From Expertise and Competence to Innovations
- Leadership in Innovation Processes
- Utilization of New Technologies in (Innovative) Service Concepts

Managing Diversity in e-Business

- Utilization of New Technologies in HRM
- New Roles and Forms of Management Accounting
- Competence and Work Processes in Change
- Gender, Identity and Technology

Harnessing Technology into Manageable Business Concepts

- Enhancing Customer Dialogue
- New Forms of Control: Critical Role of Integrators (ERP, CRM, SCM, BSC)
- Combining Technology and Culture into Business Concepts
- Digital Rights Management

New Ways of Networking in Knowledge Society

- Public-Private Partnerships and New Organizational Structures
- Digitalization of Business Relationships and Networks
- Technologies and Actor Networks
- Trust and Control

II MANAGEMENT OF INFORMATION AND KNOWLEDGE

With the increased use of ICT based techniques, management of information and knowledge has become a key competitive factor for any business or community. From integration of ICT and business, the focus is shifting towards taking the full utility from ICT and ICT enabled business concepts. Theme II of eBRF 2004 encourages research from the traditional area of Industrial Engineering and Management as well as the emerging area of Knowledge and Information Management.

Business Intelligence Practices and Processes

- State of the Art in BI: Theoretical Frameworks and New Approaches
- Defining Information and Knowledge Needs
- Enhancing the Use of Information Sources
- BI Architectures and eIntelligence

Innovative Applications of Technologies in Business Intelligence

- Data Warehousing and Mining
- Information Analysis and Decision Support Systems
- Refining and Filtering of Data and Information
- Adding Value to Data and Information

Knowledge Management

- Management and Measurement of Intellectual Capital and Knowledge Work
- Successful Practices of Knowledge Sharing and Use of Knowledge Bases
- Knowledge Creation in Virtual Environment
- Information Security in Management

Changes in Value Chains

- New Models of Customer Value Creation and Value Chain Designs
- Emerging Technologies and Supply Chain Management
- Performance and Cost Management in New Business Environment
- Building and Supporting of Modern Information Systems

Knowledge Intensive Organizations

- "Knowledge Intensive" – Definitions and Classifications
- State of the Art in Knowledge Intensive Services
- Intellectual Capital and Intellectual Property Rights in Knowledge Intensive Services
- Knowledge Intensive Organizations, Management, Creativeness and Learning

New Approaches to Organizations

- Dynamic, Complex and Living Organizations — Strategies for Renewal
- Business Ecosystems — a New Paradigm
- Organizations viewed from the Angle of Communication and Knowledge Flows
- New Methods to Model Competitiveness

III STRATEGIZING IN KNOWLEDGE SOCIETY

Given the changing nature of the corporation, and organization in general, strategizing in knowledge society gives rise to all new strategic issues. The challenges are faced by both private and public sector, small and large organizations, high and low-growth enterprises, and manufacturers and service providers alike. Theme III of eBRF 2004 encourages research from the Strategy Domain: Business & Society, Technology Foresight and Management, and Entrepreneurship/Venture Capital

Global Strategy Perspectives

- Globalization Strategies
- Cognitive Perspectives to Strategizing
- Game Views to Strategy as Game
- Managing Strategic Partnerships

Business & (Knowledge) Society

- Stakeholder Approaches to Strategy
- Business Ethics in Knowledge Society
- Business, University, & Government (BUG) Interaction
- Multi-voiced Network Strategies

Technology Foresight and Strategy Making

- Technology Foresight and Strategy
- Innovation, Technology, and Industrial Renewal
- Managing Technology for Profit
- R&D and Technology Management

Entrepreneurship, Venture Capital, and Venture to Capital

- Growth Entrepreneurship and New Business Venturing
- Informal Venture Capital, Business Incubation, and Venture Knowledgeism
- Institutional Venture Capital and Corporate Governance and Control
- Government Role and Impact on the Venture-to-Capital Process

New Business Models and Emerging Concepts of Industries

- Evolution of Business Models in ICT Enabled Businesses
- Revenue Models for Emerging Industries (Digital Content, Mobile Gaming, etc.)
- Business Models for Integration of Electronic Public and Private Sector Services
- Profit Sharing in Value Networks and Emerging Concepts of Industries