

2nd European Conference on Social Media

School of Accounting and Administration at the Polytechnic Institute of Porto

Porto, Portugal 9-10 July 2015

Conference Chair: **Dr Anabela Mesquita**, School of Accounting and Administration at the Polytechnic Institute of Porto (ISCAP/IPP), Porto, Portugal

Programme Chair: **Dr Paula Peres**, School of Accounting and Administration at the Polytechnic Institute of Porto (ISCAP/IPP), Porto, Portugal

CALL FOR PAPERS, Case Studies, Work in Progress/Posters, PhD Research, Round Table Proposals, non-academic Contributions and Product Demonstrations

Mini Track: **Business Use of Social Media**

Mini Track [Paul Alpar](#), University of Marburg, Germany and

Co-Chairs: [Ute Klotz](#), Lucerne University of Applied Sciences and Arts, Switzerland

This track focuses on two topics:

1. The internal use of social media within companies and
2. The use of social media for communication with business partners and for monitoring public opinions.

Companies hope that employees who are already accustomed to the use of Web 2.0 applications will also embrace them internally to enhance their communication and collaboration with other employees. This way, new business ideas may be created, and knowledge can be preserved and transferred within the firm. However, these goals are not easy to achieve. Therefore, more research about how companies use social media internally and the benefits derived through such use of social media is needed.

Organisations, especially those active in the B2C area, need to know what others are writing about their products or services in social media. Much can be learnt from evaluating social media as a means to improving their offerings or the marketing of their offers. In some cases, they may also want to participate in the discussion. This may be necessary in a crisis situation in which malfunctioning of products has to be defended or there may be a need to fight an upcoming “firestorm.” Furthermore, organisations can obtain valuable information from social media about their suppliers or customers that cannot be found in public documents.

Topics for this track can include, but are not limited to:

- How can employees be motivated to contribute to internal social media?
- To what extent is internal social media used instead of or in addition to conventional applications (e.g., electronic mail)?
- How is value from internal social media created and measured?
- How do consumers expect companies to use social media?
- How can companies monitor, evaluate and validate social media?
- How should companies react to critiques on their products, services, policies, or executives?

This pdf is an abbreviated call for papers. The full call for papers can be found online at:

<http://academic-conferences.org/ecsm/ecsm2015/ecsm15-call-papers.htm>

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Publication opportunities

Papers presented at the conference will be published in the conference proceedings subject to author registration and payment. Papers that have been presented at the conference will also be considered for publication in a special issue of the Electronic Journal of Knowledge Management. The latest issue is now available on the journal website.

Papers presented at the conference will be considered for publication in:

- The Journal of Information, Communication and Ethics in Society (JICES) published by Emerald ISSN: 1477-996X. [Click here](#) to visit the journal website.
- A special issue of The International Journal of Social Media and Interactive Learning Environments published by Inderscience ISSN online: 2050-3962 ISSN print: 2050-3954. [Click here](#) to visit the journal website.
- A special issue of The International Journal of Web Based Communities published by Inderscience ISSN online: 1741-8216 ISSN print: 1477-8394 [Click here](#) to visit the journal website.

As well as full academic papers, the following submissions are welcomed:

Work in Progress/Posters Researchers are invited to submit current projects which are either at the proposals stage or are work in progress.

PhD Research: Doctoral Candidates are invited to submit papers describing their research.

Case Study Submissions: Submissions should be written to publishable standards.

Non-Academic Contributions: Contributions from individuals and organisations working in the field. These contributions can take the form of a presentation or a demonstration.

Round Table Proposals: Topical subjects proposed for discussion.

Product Demonstrations and Exhibitor Opportunities: If you are contributing to the conference in any of the above categories you may also request the opportunity to give a product demonstration. If you would like to exhibit and/or demonstrate a product at the conference we suggest that you apply for one of our exhibitor packages.

Submission details

Abstracts: All submission types require a 300-500 word abstract in the first instance, to be received by **15 December 2014**. Please read the guidelines at <http://academic-conferences.org/abstract-guidelines.htm>

Submission: Only accepted by [online form](#) submission at <http://academic-conferences.org/ecsm/ecsm2015/ecsm15-abstract-submission.htm>

Full paper: Only required for academic submissions once the abstract has been selected, no more than 5,000 words to be received by **5 February 2015**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, [Julia Hawkins](#) (julia@academic-conferences.org).

All full papers will be double-blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

Important dates:

Abstract submission deadline:	15 December 2014
Notification of abstract acceptance:	19 December 2014
Full paper due for review: (see note)	5 February 2015
Notification of paper acceptance:	16 April 2015
Earlybird registration closes:	30 April 2015
Final paper due (with any changes):	14 May 2015
Final author payment date:	4 June 2015



The conference programme committee is currently being updated. Full details will be posted on the [conference website](#) as soon as they are confirmed.

Complete updated conference details are available at:

<http://academic-conferences.org/ecsm/ecsm2015/ecsm15-home.htm>

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