

Call for Contributions

Submission:

1. Inform the Chair: with the Title of your Contribution

2. Submission URL:

<https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=ICCGI+2020+Special>

Please select Track Preference as **DEM**

Special track

DEM: Digital Entrepreneurship Management

Chairs and Coordinators

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along with

ICCGI 2020, The Fifteenth International Multi-Conference on Computing in the Global Information Technology

<https://www.iaia.org/conferences2020/ICCGI20.html>

June 28, 2020 to July 02, 2020 - Athens, Greece

The boost in social media platforms such as YouTube, Twitter, Instagram, Facebook, and more recently Patreon has fostered the opportunities to create and sustain a critical mass of consumers. This critical mass helps digital entrepreneurs to make a living from the web and move the economy by the generation of content. This special track intends to gather research that help to answer how is it possible to create a critical mass of consumers for building a personal brand, a small or medium enterprise, or even create a completely new industry.

The main objective of the track is to explore techniques, methods, strategies, business models and/or technical features associated to the concepts of digital entrepreneurship and the critical mass. The theoretical implications are associated with the theory of critical mass, theories of collectives or theories of entrepreneurship. The practical implications include the understanding of how to invite new comers to contribute in a community and make a living of it. All research methods and philosophies are welcome.

Topics include, but not limited to:

- Creation of a critical mass of users/consumers
- Sustainability of a critical mass of users/consumers
- Digital tools to support entrepreneurship
- Collective intelligence and entrepreneurship
- Crowdsourcing and entrepreneurship

- Crowdfunding and entrepreneurship
- Business model improvement through social medial
- Incentives for digital contributors
- Incentives for digital users/consumers

Important Datelines

Submission: May 4
 Notification: May 24
 Registration: June 3
 Camera-ready: June 3

Contribution Types

- Regular papers [in the proceedings, digital library]
- Short papers (work in progress) [in the proceedings, digital library]
- Posters: two pages [in the proceedings, digital library]
- Posters: slide only [slide-deck posted on www.iaia.org]
- Presentations: slide only [slide-deck posted on www.iaia.org]
- Demos: two pages [posted on www.iaia.org]

Paper Format

- See: <http://www.iaia.org/format.html>
- Before submission, please check and comply with the editorial rules: <http://www.iaia.org/editorialrules.html>

Publications

- Extended versions of selected papers will be published in IARIA Journals: <http://www.iaiajournals.org>
- Print proceedings will be available via Curran Associates, Inc.: <http://www.proceedings.com/9769.html>
- Articles will be archived in the free access ThinkMind Digital Library: <http://www.thinkmind.org>

Paper Submission

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Registration

- Each accepted paper needs at least one full registration, before the camera-ready manuscript can be included in the proceedings.
- Registration fees are available at <http://www.iaia.org/registration.html>

Contact

Chairs

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