

## Call for Papers



August 9-12, 2012

# Minitrack: Mobility and Mobile Information Systems

### Minitrack Chairs

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The increasing importance of mobility and ubiquity as a social and economic phenomenon is obvious. The dynamic developments of mobile and contactless technologies have created a new application and research field in IS that determines the design, development, implementation and usage of IT systems. Thereby, the potential of mobile and contactless technologies is twofold. On the one hand, the usage of these technologies allows a better support of existing mobility. On the other hand, mobile and contactless technologies enable new forms of mobility. In addition, user behavior and usage of mobile technologies are changing. This development covers end user habits but also companies' approach for designing and integrating mobile business processes. Against this background new applications, business models, market players and value networks appear.

### SUGGESTED TOPICS

Technical as well as organizational aspects and the analysis and design of IS as combinations of human-task-technology-systems take center stage. We welcome conceptual, theoretical or empirical research papers and are open to interdisciplinary research. Suggested topics include, but are not limited to:

<ul style="list-style-type: none"><li>• Mobile enterprise applications and mobile-integrated business processes</li><li>• Mobile financial services (e.g. payments, banking)</li><li>• B2C applications<ul style="list-style-type: none"><li>+ Mobile ticketing, mobile parking, m-government</li><li>+ Mobile social media</li><li>+ Mobile marketing (e.g. loyalty, couponing, adverts)</li></ul></li><li>• Mobile security</li><li>• Mobiles for Development (M4D)<ul style="list-style-type: none"><li>+ Social implications of mobile communications</li><li>+ Mobile health and learning</li><li>+ Mobile communication for political participation</li><li>+ Economic development of poor countries</li><li>+ Increasing transparency and fighting corruption</li></ul></li><li>• Potential impact of mobile and ubiquitous tech on<ul style="list-style-type: none"><li>+ Market players</li><li>+ Business processes</li><li>+ Markets and economies</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Development of mobile markets<ul style="list-style-type: none"><li>+ Future revenue streams</li><li>+ New business models</li><li>+ Value networks</li></ul></li><li>• Theory development for mobile information systems<ul style="list-style-type: none"><li>+ User behavior</li><li>+ Inference of activities</li><li>+ Prediction of activities</li></ul></li><li>• Analysis of mobile phone datasets and networks<ul style="list-style-type: none"><li>+ Adoption of mobile and ubiquitous technologies</li><li>+ Behavior analysis in mobile social networks</li><li>+ Wireless contacts and community structures</li><li>+ Mobility, data mining and privacy</li><li>+ Analysis of individual mobility and usage patterns</li><li>+ Location-based use of mobile data services</li><li>+ Communication/information flows in communities</li></ul></li><li>• Integration and usability of contactless technologies (e.g., RFID, NFC)</li></ul>
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### IMPORTANT DATES

March 1, 2012    Deadline for paper submissions  
April 2, 2012    Author notification  
April 20, 2012    Camera-ready copy due

More information at [amcis2012.aisnet.org](http://amcis2012.aisnet.org)