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MCETECH 2011 aims to bring together researchers and practitioners interested in exploring the transformation of a newly connected world through its multiple facets, with a focus on the technological, managerial, economic, and organisational questions. Original and inter-disciplinary approaches to these problems are highly encouraged.

Authors focusing on the technological aspects are encouraged to highlight managerial, economic, or organizational implications of their work.

Conversely, authors focusing on the managerial, economic, or organizational aspects are encouraged to highlight the technological dimension.

The program committee will award a **Best Paper Award** to the best research paper in terms of 1) originality, 2) presentation, and 3) impact. Extended versions of the finalist papers shall be submitted to a journal special issue (journal to be determined). All accepted research papers will be published in the **Lecture Notes in Business Information Processing**, published by Springer Verlag.

The conference also includes an **industrial track**, providing a forum for practitioners to present problems and case studies that have benefited from, or could benefit from, Internet technologies in their business.

Conference Chair : Peter Kropf, University of Neuchâtel

Program Committee Co-Chairs :

Gilbert Babin, HEC Montréal and
Katarina Stanoevska, University of Neuchâtel

Steering Committee Chair : Hafedh Mili, UQAM

Tutorials and Industrial Track Chair :

Alain Sandoz, University of Neuchâtel

Publicity Chair : Etienne Rivière, University of Neuchâtel

Research papers	
September 20, 2010	Full papers due
October 18, 2010	Notifications sent
November 4, 2010	Camera-ready due

Tutorial and industrial track	
October 20, 2010	Proposals due
November 1, 2010	Notifications sent
December 17, 2010	Tutorial notes due

Topics

Submissions are invited in the areas mentioned in the following non-exhaustive list:

Mobile Internet and Applications in society

Internet-based collaborative work
Business models and Ecosystems
eBusiness (B2B, B2C, B2M)
eHealth, eEducation, and eGovernment
Telecommunication services

Methods

Organizational transformation
Process modeling languages
(syntax, semantics, validation)
Process adaptation (methods, tools)

Clouds

Service composition
Open APIs and mashups
Methodologies and Tools
Ubiquity management

Architectures

Novel deployment technologies
Distributed transactions
Recovery
Network management

Trust

Requirements
Legal issues
Privacy and data protection
Identity theft

Venue

The conference will take place at hotel Eurotel Victoria in **Les Diablerets** in the **Swiss Alps**. Located only 2 hours from Geneva, Les Diablerets region offers postcard Swiss charm. In winter, the region features alpine skiing, cross-country skiing, snowshoeing or hiking.

