



ACM CONFERENCE ON ELECTRONIC COMMERCE July 6-10, 2009 | STANFORD, CALIFORNIA

CALL FOR PAPERS, WORKSHOPS, AND TUTORIALS

Since 1999 the ACM Special Interest Group on Electronic Commerce (SIGECOM) has sponsored the leading scientific conference on advances in theory, systems, and applications for electronic commerce. The Tenth ACM Conference on Electronic Commerce (EC'09) will feature invited speakers, paper presentations, workshops, and tutorials covering all areas of electronic commerce. The natural focus of the conference is on computer science issues, but the conference is interdisciplinary in nature.

The conference will be held from Monday July 6 through Friday July 10 in the Frances C. Arrillaga Alumni Center at Stanford University, Stanford, California. Tutorials and workshops will be held on Monday July 6th and Tuesday July 7th, 2009. Accepted technical papers and invited talks will be presented from Wednesday July 8th through Friday July 10th, 2009. This conference is co-located with the TARK XII conference (Theoretical Aspects of Rationality and Knowledge) at Stanford on July 6-8, 2009.

TOPICS (including, but not limited to)

Applications and Empirical Studies, including

- o Prediction/information markets
- o Experience with e-commerce systems and markets
- o Economic approaches to spam control
- o Pricing for quality of service
- o Web analysis and characterization for e-commerce
- o Open access publishing
- o User contributed content
- o Economics of online textual content
- o Behavioral and experimental economics related to e-commerce

Theory and Foundations, including

- o Computational aspects of economics, game theory, finance, and voting
- o Automated mechanism design, including computational pricing
- o Algorithmic mechanism design
- o Auction and negotiation technology
- o Formation of supply chains, coalitions, and virtual enterprises
- o Agency and contract theory in e-commerce
- o Game-theoretic aspects of network formation on the Internet
- o Preferences and decision theory
- o Economics of information

Architectures and Languages, including

- o Peer-to-peer, grid, and other open distributed systems
- o Mobile commerce
- o Software and systems requirements, architectures, and performance
- o Languages for describing agents, goods, services, and contracts

Automation, Personalization, and Targeting, including

- o AI and autonomous agent systems in e-commerce
- o Automated shopping, trading, and contract management
- o Recommendation, reputation, and trust systems
- o Advertising and marketing technology
- o Sponsored web search, viral marketing
- o Databases and data mining
- o Machine learning for e-commerce applications
- o Mobile and location-based services
- o Search and information retrieval for e-commerce

Security, Privacy, Encryption, and Digital Rights, including

- o Intellectual property and digital rights management
 - o Digital payment systems
 - o Authentication
 - o Privacy-enhancing technologies
 - o Economics of information security and privacy
- #### Social factors, including
- o Usability of e-commerce systems
 - o Human factors in security and privacy
 - o Human factors in agents and mechanism design for e-commerce
 - o Legal, policy, and social issues

KEY DATES

- o February 9, 2009: Full electronic paper submissions due
- o February 13, 2009: Workshop and Tutorial proposals due
- o March 13, 2009: Tutorial & workshop proposal accept/reject notifications
- o March 27, 2009: Initial Reviews Returned
- o April 3, 2009: Responses from Authors Returned
- o April 10, 2009: Paper Accept/Reject Notifications
- o July 6-7, 2009: Conference Workshops and Tutorials, Stanford, California, USA
- o July 8-10, 2009: Conference Technical Program, Stanford, California, USA

COMMITTEE

General Chair:
John Chuang, University of California at Berkeley
Email: ec09-general-chair@acm.org

Program Chairs:
Lance Fortnow, Northwestern University
Pearl Pu, Ecole Polytechnique Fédérale Lausanne
Email: ec09-pc-chairs@acm.org

Workshop Chair:
Mohammad Mahdian, Yahoo! Research
Email: ec09-workshops-chair@acm.org

Tutorial Chair:
Vincent Conitzer, Duke University
Email: ec09-tutorial-chair@acm.org

Local Arrangements:
Gagan Aggarwal, Google
Ashish Goel, Stanford University
Suzanne Bigas, Stanford Computer Forum
Email: ec09-local-chair@acm.org



General Inquiries:
ec09-general-chair@acm.org

Upcoming Website:
<http://www.acm.org/sigs/sigecom/ec09>