

BAM 2021 CONFERENCE IN THE CLOUD

Recovering from Covid

HOSTED BY



Lancaster University

Management School

e-Business and e-Government Track

Track Chairs

- Thanos Papadopoulos, University of Kent
- Sankar Sivarajah, University of Bradford
- Ilias Pappas, University of Agder, Norway

Track description:

The E-Business & E-Government Track at BAM's Annual Conference provides a lively and friendly forum for academics, practitioners and policy makers to present and discuss their latest findings in digital business and government context, and the underlying technologies, infrastructure and services to support these applications.

Areas of particular interest include, but are not limited to:

- e-business, e-commerce, e-retail
- e-marketing, e-consumer behaviour, e-CRM
- e-supply chain management and logistics
- e-business models
- m-commerce and other mobile-based technologies
- e-government, e-public services, e-health
- technology management and circular economy
- technology for social good (e.g. big data applications to address societal challenges)
- financial technology (fintech) and agri-tech
- industry 4.0, internet of things (IoT) and drones as a service
- digital transformation and governance (e.g., information systems-enabled public sector reform and change)
- adoption, acceptance and diffusion of digital innovations
- smart cities, smart homes, smart manufacturing and smart government
- artificial intelligence and machine learning
- augmented, virtual, and mixed reality

- big data for social innovation and entrepreneurship
- business data analytics, big data, open data and data science applications across business domains (e.g. Marketing analytics, HR analytics, Social Media Marketing)
- distributed ledger technology (blockchain) applications in business (e.g. digital currencies, smart contracts)
- emerging opportunities and challenges related to topical developments (e.g. nanotechnology, edge computing, quantum computing)

The above suggested topics are not an exhaustive list and any other topic related to digital technologies use in business and government context (multi- and inter-disciplinary research) are welcome. All methodological approaches (empirical, analytical, conceptual or mixed) that create new insights for a deeper understanding within this important field will be well received.