



Call for Papers

The Fourth International Conference on Mobile Business

IEEE Sponsored Conference

m-Business 2005

Sydney, Australia

July 11 - 13, 2005

Proceedings for ICMB 2005 will be
published by the **IEEE Computer Society**

Conference URL: <http://www.mbusiness2005.org>

The annual, International m-Business Conference, attracts leading scholars and industry leaders in the m-Business/ wireless space from across the world. The m-Business 2005 Conference takes place in Sydney, Australia, July 11-13, 2005 with the theme of Mobile Transformation - Enterprise transformation through mobile technologies and applications.

The main aim of the m-Business 2005 Conference is to further research, business understanding, strategy and policy in the m-Business wireless sector. The conference will focus on major trends and challenges in the mobile domain and will help provide a roadmap for future scholarship and business success in this important and wide-ranging arena by fusing the state of the art in diverse research fields with best practices in industry.

We are pleased to announce this Call for Papers and invite experts from industry, academia, and government and policy makers to actively participate in m-Business 2005. We expect and encourage a wide diversity of subjects across m-Business. Accepted papers will be published by the IEEE Computer Society and appear in IEEE Xplore. Authors of high quality papers will be invited to resubmit versions for consideration for publication in special issues of selected international journals.

IMPORTANT DATES

February 21	2005	Paper submissions
March 31	2005	Paper acceptance notifications
April 30	2005	Final camera-readies
July 11-13	2005	Conference



AREAS OF INTEREST

Areas of interest include, but are not limited to:

- Mobile Enterprise implications for Society, Business and Security
 - National security applications of mobile computing
 - Mobile marketing
 - Mobile applications for logistics, learning, health
 - Mobile applications via industry sector
 - Adoption studies
- e-Commerce Technologies and Applications
 - Web-based systems
 - Internet technologies
 - Web mining
 - Web enterprise systems
 - Information Systems
 - Technology adoption
- Mobile Applications for the Extended Enterprise
 - Mobile commerce models and architecture
 - Mobile information systems applications in organizations
 - New collaboration paradigms
 - e-services in mobile information systems
 - Data management in mobile systems
 - Mobile workforce management
- Enabling Technologies
 - Wireless sensor networks
 - Wireless LANs, 3G & 4G technologies, ZigBee
 - Wireless ad hoc networks
 - Client devices including 3G & 4G handsets, smartcards
 - RFID
- Mobile Service Technologies
 - Ontology-based mobile systems and agents
 - XML-based mobile services
 - Location-based services
 - Mobile agents
 - Model-driven architectures
 - Interface design and usability
 - Mobile portals

ICMB 2005

m > Business

11th - 13th July 2005

- Mobile to Consumer Applications
 - Mobile banking, Mobile investing
 - Mobile shopping, Mobile ticketing, Mobile epayments
 - Mobile passports, Mobile record keeping
 - Mobile games
- Enabling Applications
 - Corporate and personal email
 - Instant messaging
 - Mobile chat
 - Mobile multimedia and video

PAPER SUBMISSIONS:

Submissions should be completed papers in MS-Word format. Please see the conference Web site (<http://www.mbusiness2005.org>) for detailed formatting and submission instructions.

The Program Committee will review all submissions. Accepted papers will be published in the Conference Proceedings. High quality papers may be eligible for journal publication. Authors of accepted papers are required to register for the conference and present their papers in the allotted sessions.

For further information please contact:

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ORGANIZING COMMITTEE:

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