



Call for Papers  
for a Special Issue of  
*Electronic Commerce Research  
and Applications*

**Social Networks and Web 2.0**



**BACKGROUND**

Web 2.0 has enabled a new generation of Web-based communities, social networks, wikis, hosted services and folksonomies to facilitate collaboration and sharing among users. These are characterized by open communication, decentralization of authority, and freedom to share and reuse. Web 2.0 refers to a set of collaborative applications and mashups with a social approach to generating and distributing Web content. Web 2.0 applications provide a basis for social networks, where users share and filter content, collaborate, seek information, and interact on the Web.

ECRA's *Social Networks and Web 2.0* special issue provides a forum both for describing and evaluating innovative Web 2.0 technologies, along with novel strategies and methods for building and managing such applications. We welcome theoretical, analytical, case study, empirical, and other methodological works that support contributions relating to specific classes of applications, as well as to cross-disciplinary and cross-paradigm research. We are especially interested in showcasing research that has the potential to create strong individual, organization, industry, economic and social impacts and transformations. Research contributions involving joint industry-academic research teams are especially welcome, as they provide a basis to promote new research that is simultaneously rigorous and relevant.

**GUEST EDITORS**

- Julie Smith-David, Center for Advancing Business through Information Technology (CABIT), Arizona State University, [Julie.Smith.David@asu.edu](mailto:Julie.Smith.David@asu.edu)
- Bin Wang, University of Texas, Pan American, [binwang@utpa.edu](mailto:binwang@utpa.edu)
- J. Christopher Westland, University of Illinois, Chicago, [westland@uic.edu](mailto:westland@uic.edu) (sponsoring co-editor-in-chief of ECRA)

**CONTRIBUTIONS SOUGHT**

Relevant topics include, but are not restricted to the following:

- How do social networks play into "Web as platform" and "web ops"?
- Scaling and Web 2.0 based design for very large applications
- Evolving 1.0 business into 2.0 business
- Viral marketing and community evangelism
- Blogging and Internet PR
- Folksonomies, tagging and ratings
- Syndication
- Maps and location information as commodities.
- Distributed identities
- Privacy and protection
- E-communities and web-based collaboration
- Ethnographic and data mining analysis of online communities
- Temporal and community evolution of Wikipedia and other open collaborative efforts
- Social network analysis, community discovery and structure

- Social reputation and recommendation systems, trust management
- Collaborative filtering and content ranking using social media
- Data management in Web 2.0
- Assured data sharing, integration of access control policies, sharing incentives and risks
- Metadata and annotation management
- Intellectual property and DRM in Web 2.0 applications
- Data and workflow provenance across Web 2.0 applications
- Experience reports and case studies for Web 2.0
- Design and evaluation of Web 2.0 based environments
- Future trends of Web 2.0 development in business
- Mobile Web 2.0
- Web 2.0 and virtual worlds
- Gaming and the Web
- Economics, revenue models and business models for Web 2.0 companies
- Web 2.0 marketing and measurability
- Social networks, search and vertical search
- Mashups contributing to the experience of the Web
- Mashups and composite applications
- Web analytics and metrics for Web 2.0?

## IMPORTANT DATES

Optional abstracts:	April 15, 2008
Initial submission:	June 15, 2008
First round reviews:	August 15, 2008
Resubmission by:	October 15, 2008
Final acceptance:	December 15, 2008
Publication in ECRA:	Late 2009, with pre-publication via <a href="http://www.sciencedirect.com">www.sciencedirect.com</a>

## SUBMISSION GUIDELINES

Optional abstracts to gauge the appropriateness of a research idea for further development for the special issue are welcome, and may be directed to any of the special issue editors for comment. Manuscripts should be submitted online at [ees.elsevier.com/ecra/](http://ees.elsevier.com/ecra/) by the date of initial submission, double-spaced in 11 or 12-point fonts, with no more than 32 pages, inclusive of all references, figures and tables. As they upload their papers, authors should make sure to select the following title:

### Special issue: Social Networks and Web

The Papers should be submitted so authors' names are not revealed. Only original and unpublished papers will be considered.

The guest editors of ECRA are committed to a two-month turnaround on the first round of reviews for the *Web 2.0 and Social Network* special issue. We will empanel a special issue editorial board for this purpose. Indications of willingness to participate from interested researchers are welcome. The guest editors will respond with first-round review comments on all papers no later than August 15, 2008. All final decisions will be made no later than the second round of review by December 15, 2008, although some decisions will be made earlier, as appropriate.

The guest editors will engage in 'developmental reviewing,' where the research approach and content appear promising, but the paper needs extension or improvements in presentation. In such cases, additional rounds of review may be required, or the paper may be further developed for a regular issue of the journal, if the time available to complete the special issue is a constraint.