

**Call for Papers**  
**1ST INTERNATIONAL WORKSHOP ON COMPUTERS USERS' BEHAVIOUR**  
**(CUB08)**

in conjunction with the  
**DEXA 2008**

<http://www.dexa.org>

September 1-5, 2008  
Politecnico di Torino  
Turin, Italy

Day to day, the use of computers and telecommunications networks by the consumers is increasing. Moreover, in the last years these rates have improved a lot, due to the arrival of new access gadgets (e.g. iPhone, PDA, GPS, Origami, IPTV, faster mobiles, etc.) and the boom of Social Networks, where millions of persons interact everyday.

The Workshop invites proposals from the introductory through advanced level on computers users' behaviour. Proposals which address the theory, research and applications as well as describe innovative projects are encouraged. All papers submitted to this conference will be peer reviewed by at least two members of the International Program Committee. Submissions from practitioners and consultants are encouraged.

**Topics of submission/Subject indications (but not limited to):**

- Multichannel business management: consumer similarities or differences between digital and physical channels; channel cannibalism; interchannel synergies or conflicts, etc.
- Sectorial experiences: the influence of type of product on the development of the business through the Internet; experiences in selling tangible or intangible products (goods vs services); commercialization of standardised vs non-standardised products, etc.
- Customizing possibilities of products or services through the net: one to one marketing, microsegmentation of the market, etc.
- Consumers' responses to different solutions and strategies in on online business: security, trust management, etc.
- The influence on computers users' behaviour of usability, accessibility, web design and virtual store ambience issues, etc.
- New marketing methodologies: viral marketing, target marketing, Geo-marketing, IPTV, behavioural marketing, widget marketing, etc.
- Social networks: mobile social networks, corporative social networks, non-profit vs profit social networks, security issues, usability and accessibility on social networks, etc.
- E-Learning: possibilities and limitations; complementarities with traditional systems; users satisfaction and quality perceptions, etc.
- Mobile businesses: consumer's characteristics, more successful distributed products, usability and accessibility challenges in mobile devices, etc.

**Important Dates:**

- Submissions (Papers, Work-in-progress or case studies): April 1, 2008
- Notification of Acceptance: April 20, 2008
- Camera-ready copies due: May 15, 2008
- Workshop: September 1-5, 2008

**Workshop Chairpersons:**

- Carlos Flavián, University of Zaragoza, Spain; cflavian@unizar.es
- Miguel Guinaliú, University of Zaragoza, Spain; guinaliu@unizar.es

## Program Committee:

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## Paper Submission Details:

- Authors are invited to submit papers, work-in-progress or case studies. The submitted manuscript should closely reflect the final paper as it will appear in the Proceedings.
- Papers should not exceed 4000 words or 5 pages in IEEE format (<http://www.computer.org/portal/site/cscps/index.jsp>)
- For paper registration and electronic submission see <https://www.dexa.org/dexadriver> starting in January 2008.
- Submitted papers will be carefully evaluated based on originality, significance, technical soundness, and clarity of exposition. All submitted papers will be reviewed by at least two program committee members.
- Authors are requested to submit their paper electronically before April 1, 2008.
- Questions about this policy or how it applies to your work should be directed to the workshop chairs. For further inquiries, please contact the Conference Organisation Office ([gabriela@dexa.org](mailto:gabriela@dexa.org)).
- At least one author of each accepted should attend the workshop and present the paper. For that the presenter should register in the workshop

and to pay the registration fee before May 15, 2008 (there is no student reduction available for authors). The payment of the fees must be done on time in order to have the paper published in the proceedings.

- All accepted workshop papers will be published in the Proceedings of DEXA'08 Workshops with IEEE Computer Society Press.