

The Internet and Digital Economy

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The Internet and Digital Economy (I&DE) track focuses on the ways in which the Internet affects people, groups, organizations, and societies (e.g., markets, social networks), as well as fundamental issues in the development and operation of the Internet and Internet applications (e.g., security, open source, and cloud).

Like many other tracks at HICSS, I&DE has a long history, dating to 1997 when it became a standalone minitrack. Over the years there have been over 65 different minitracks held and nearly 1300 research papers delivered. Among the variety of minitracks some of the key mainstays have included: E-Marketing, Online and Virtual Communities, Cyber Security, Open Movements, Social Networks, Online Diffusion and Innovation, Web Analytics and general issues of E-Commerce, Mobile Commerce and the Digital Economy.

This year the track includes 15 minitracks:

- Behavioral IS Security and Privacy Research: Provides a venue for innovative research that rigorously addresses the risks to information system security and privacy, focusing on individual behaviors within this nomological net. Domains include work related to detecting, mitigating, and preventing both internal and external human threats to organizational security.
- Digital Nudging and Interface Design: Explores the design, main applications, and effects of digital nudging in information systems design, in particular, research with an emphasis on the effects of interface design on users' behavior, judgment, and decision making in Internet-based systems.
- Crowd-Based Platforms: Examines the design and effects of a variety of crowd-based platforms including crowdsourcing context, online labor, crowdfunding marketplaces and online-communities. Research in this area originates

from various methodologies such as econometrics, field or lab experimentation, field surveys, analytic modeling, or grounded theory approaches.

- Diffusion, Impacts, Adoption and Usage of ICTs upon Society: Provides a "global" perspective of how ICTs are being diffused, used and adopted within society (households and social communities).
- Digital Supply Chain of the Future: Technologies, Applications and Business Models: Focuses on the rise and impact of the agile supply chain and the concomitant rise in smart products and services.
- Digital Workforce and Crowd Work: Examines theoretical and empirical studies addressing organizational, managerial, technical, and behavioral perspectives on digital work and crowd work. Research that lies at the intersection of multiple disciplines, namely Information Technology, Organization Science, Human Resource Management, and Behavioral Science will inform innovation in digital work and work re-design.
- Distributed Ledger Technology, The Blockchain: Deals with fundamental research revolving around the methods and techniques, issues, and key challenges, as well as organizational approaches for understanding the potential of DLTs for business models, value chains, emerging competitive landscapes and new start-ups employing this technology.
- Electronic Marketing: Focuses on understanding effective strategies for attracting customers, increasing their purchases, satisfaction and loyalty, as well as the responses and behavior of customers to various online marketing vehicles and consumer generated media.
- Global, International, and Cross-Cultural Issues: Focuses on the sociotechnical dynamics and the ways in which the Internet affects people,

groups, organizations, and societies with particular emphasis on the impact of global, international, and cross-cultural issues on ICT development, implementation and use across the globe.

- **Human-Computer Interaction:** Explore a wide range of topics related to human-computer interaction using a wide spectrum of research methodologies including, but not limited to, behavioral methods, neurophysiological tools, and design science approaches. Accordingly, papers may draw on various reference disciplines to inform design, such as: computer science, information systems, consumer behavior, psychology, organizational sciences, and neuroscience.
- **Making Digital Transformation Real:** Explore tools, methods or strategies helping companies to deal with digital transformations through theoretical and applied work. Other focal topics will include metrics and other indicators for measuring the success or degree of digital transformation.
- **Privacy and Economics:** Provides a platform for academia, industry and government organizations to discuss ties and differences between the EU and the USA from a privacy, as well as an economic angle. This includes discussions on economic perspectives on the regulation in Europe and across the US and on user' right to privacy with regards to collection, retention, analysis and transfer of personal data.
- **Social Shopping: The Good, The Bad and the Ugly:** Explores insights and develops theoretical understanding of the topics and issues related to the influence of OSN on consumption orientated shopping decisions.
- **Truth and Lies: Deception and Cognition on The Internet:** Examines deception on the Internet, and why individuals fall prey to it. While the focus is on the effects of deception on the Internet, other perspectives on fake information are included, especially those that offer ideas on how to mitigate the flood of deception and/or reduce the chances that individuals will be deceived.
- **Wearable Technology and the Internet of Everything:** Addresses issues related to the coming of the: IoE, IoT and IoP including consumer adoption of wearable and embeddable technologies.