BAM 2023 CONFERENCE

UNIVERSITY OF SUSSEX | BUSINESS SCHOOL

e-Business and e-Government Track

Track Chairs

- Professor Thanos Papadopoulos, University of Kent, UK
- Dr Nisreen Ameen, Royal Holloway University, London, UK
- Dr Dinara Davlembayeva, University of Kent, UK
- Dr Davit Marikyan, University of Bristol, UK

Track description:
The E-Business and 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:

- Technological solutions (e.g. utilising artificial intelligence, augmented reality and virtual reality) and sustainability
- Opportunities and challenges in building sustainable business models through technology
- The disruptive role of the most recent digital technological advancement, including machine learning and artificial intelligence (AI), as an enabler for disruptive technologies.
- Fourth industrial revolution, Digitalisation & sustainability
- e-business, e-commerce, e-retail
- Marketing and consumer behaviour in the age of cutting-edge technologies
- e-supply chain management and logistics
- e-business models
- m-commerce and other mobile-based technologies
- e-government, e-public services, e-health, e-learning
- Technology management, circular economy, and feeling economy and experience economy
- Technology 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)
- Ethics, inclusion and resilience for e-business and e-government
- Technology and social inclusion
- Technology and crisis management
- Cybersecurity and business and global challenges of information security adoption, acceptance and diffusion of digital innovations
- Smart cities, smart homes, smart manufacturing and smart government
- Artificial intelligence and machine learning
- Responsible use of AI in e-business and e-government
- Augmented, virtual, and mixed reality
- Technology, innovation, entrepreneurship and sustainability issues
- Big data analytics, 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.