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IFIP was founded in 1960 under the auspices of UNESCO, following the First World Computer Congress held in Paris the previous year. An umbrella organization for societies working in information processing, IFIP's aim is two-fold: to support information processing within its member countries and to encourage technology transfer to developing nations. As its mission statement clearly states,

IFIP's mission is to be the leading, truly international, apolitical organization which encourages and assists in the development, exploitation and application of information technology for the benefit of all people.

IFIP is a non-profitmaking organization, run almost solely by 2500 volunteers. It operates through a number of technical committees, which organize events and publications. IFIP's events range from an international congress to local seminars, but the most important are:

- The IFIP World Computer Congress, held every second year;
- Open conferences;
- Working conferences.

The flagship event is the IFIP World Computer Congress, at which both invited and contributed papers are presented. Contributed papers are rigorously refereed and the rejection rate is high.

As with the Congress, participation in the open conferences is open to all and papers may be invited or submitted. Again, submitted papers are stringently refereed.

The working conferences are structured differently. They are usually run by a working group and attendance is small and by invitation only. Their purpose is to create an atmosphere conducive to innovation and development. Refereeing is also rigorous and papers are subjected to extensive group discussion.

Publications arising from IFIP events vary. The papers presented at the IFIP World Computer Congress and at open conferences are published as conference proceedings, while the results of the working conferences are often published as collections of selected and edited papers.

Any national society whose primary activity is about information processing may apply to become a full member of IFIP, although full membership is restricted to one society per country. Full members are entitled to vote at the annual General Assembly, National societies preferring a less committed involvement may apply for associate or corresponding membership. Associate members enjoy the same benefits as full members, but without voting rights. Corresponding members are not represented in IFIP bodies. Affiliated membership is open to non-national societies, and individual and honorary membership schemes are also offered.

Hongxiu Li Matti Mäntymäki
Xianfeng Zhang (Eds.)

Digital Services and Information Intelligence

13th IFIP WG 6.11 Conference
on e-Business, e-Services, and e-Society, I3E 2014
Sanya, China, November 28-30, 2014
Proceedings

 Springer

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Preface

Since its inception in 1998, the I3E Conference has brought together researchers and practitioners of all aspects of the e-world. The I3E conference focuses on e-business, e-services, and e-society. The I3E conference is truly multi disciplinary covering areas from computer science to information systems and service science. The 2014 I3E conference was the 13th consecutive I3E conference and the second time the conference was organized in China.

The theme of the 2014 I3E conference was “Digital Services and Information Intelligence.” Services contribute more than 60% of GDP globally (OECD) and have become a major source of economic growth. The economic role of services will continue to grow in developing economies such as China, India, and Brazil. As pointed out by Vargo and Lusch (2004; 2008), “All economies are service economies.” The shift of consumers and enterprise personnel from users to co-creators of value calls for a re-evaluation of the existing design and development approaches, methodologies, and tools to create and distribute services. The second component of the conference theme, “Information Intelligence,” points out the importance of developing processes and approaches to effectively manage big data and the associated analytics to turn data into intelligence, and to identify ways to measure the benefits derived from using and analyzing big data at individual, organizational, and societal levels.

As a result, digital services and informational intelligence constitute an umbrella that covers the increasing prevalence of integrating Internet, enterprise applications, user experience, networking, and mobile service demands to create new and enhanced services. The global trend of focusing on service-related activities in all industries pushes the frontier of service innovation. Creating digital services that can make a global impact calls for an understanding of the economic, technical, and social aspects of service development and innovation.

Making a successful conference requires resources and commitment. We would like to thank the authors for their submissions. We also wish to thank the reviewers for ensuring the academic standard of the conference. We wish to extend our thanks to Hainan Normal University for hosting the conference and the keynote speakers, Professor Craig Standing, Professor Jari Salo, Professor Helge Hoivik, and Mr. Yao Chen, for their contributions to the conference. Finally, we would like to thank everyone involved in organizing the conference.

The conference received financial support from the National Science Foundation of China, the International Federation for Information Processing (IFIP),

and the Finnish Foundation of Economic Education (Liikesivistysrahasto). This generous support played an important role in making the 2014 I3E a successful, internationally renowned scientific venue.

We hope you enjoy reading the conference proceedings.

September 2014

Xianfeng Zhang
Hongxiu Li
Matti Mäntymäki
Jari Salo

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