



ICTO 2016: Information and Communication Technologies in Organizations and Society

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ICTO 2016 – Track

Enterprise Social Interactions Enabler of New Business Models

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Track Chair:

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Short Bio:

Prof. Youcef Baghdadi, received his PhD degree in computer science from University of Toulouse 1 and his HDR in computer science from University Paris 1 Pantheon-Sorbonne, France. His research aims at bridging the gap between business and IT, by engineering and architecting aligned Information Systems to support Business. He has published many articles in journals such as the Information Systems Frontiers, Information Systems and E-Business, Electronic Business, Business Information Systems, Electronic Research and Applications, Web Grids and Services, and others.

Short description of the track

Information and Communication Technology (ICT), namely Web 2.0, Cloud Computing, and Service Oriented Architecture (SOA) enable business opportunities (e.g., product or service innovation, relationships in the value chain, or infrastructure management) and even drive changes towards new business models. From e-commerce perspective, these technologies and architectures enable a new kind of commerce referred to as social commerce, which involves multiple disciplines, including marketing, sociology and psychology, and computer science.

In this regard, an enterprise approach to enterprise social interactions at both business and IT levels within an enterprise architecture powers enterprise transformation. Indeed, enterprise social interaction knowledge capitalizing provides effective support for enterprise transformation by providing

- (1) A unified way of describing and specializing interactions at enterprise level and
- (2) Opportunities for enterprise transformation by extracting knowledge from the existing social media, as enterprise environment and employees are becoming more knowledgeable and connected.

Type of contribution:

• Full research papers	<input type="checkbox"/>
• Research in Progress papers	<input type="checkbox"/>
• Both	<input checked="" type="checkbox"/>

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