The 14th Western Michigan IT Forum, hosted by the Department of Business Information Systems at the Haworth College of Business, provides a setting for educators, students, professionals, employers, and state and local governments to interact and exchange ideas about technology-related topics. It is designed to be a bridge between academia and practicing professionals.

You are cordially invited to join us for this conference exploring multiple dimensions of e-Commerce and Digital Marketing.

THE CONFERENCE PROGRAM WILL INCLUDE:

- Marketing Automation
- Social Media Marketing
- Content Marketing
- Conversion Rate Optimization
- Digital Transformation of Smart Health
- Social Media Transparency
- Big Data
- Cloud Architecture and Services
- Search Engine Optimization
- Wearables
- Marketing Partnerships
- Internet of Things
- Virtualization
- Cloud Deployment and Security
- Virtual Private Cloud
- Software and Data Segregation Security
- Secure Management of Virtualized Resources
- Cloud API
- Technology demonstrations and posters
- Industry speakers and presentations
- Student project papers or posters
- Academic papers/abstracts, research notes, and case studies
- Industry experience papers, position papers, and case studies

SUGGESTED TOPICS (NOT EXCLUSIVE):

- Intelligent health/personal care delivery
- Online Public Relations
- Digital Transformation of Smart Health
- Social Media Transparency
- Big Data
- Cloud Architecture and Services
- Search Engine Optimization
- Wearables

CALL FOR PAPERS

ECOMMERCE & DIGITAL MARKETING
OPPORTUNITIES, CHALLENGES AND TRENDS

THURSDAY NOVEMBER 15, 2018
FETZER CENTER WESTERN MICHIGAN UNIVERSITY KALAMAZOO, MI

Conference Hotline: (269) 387-2132
SUBMISSION TYPES:
The IT Forum welcomes presenters from industry and the academy. Authors from the following categories are invited to submit original contributions (written in English) in PDF format.

- **Industry** - Industry experience and position papers.
- **Academic** - Academic research papers (Applied/Theoretical).
- **Student** - Graduate and undergraduate students, with the approval of their advisor, are invited to submit papers or posters. All student team members are welcome to register for the conference and participate in presentations.

Only original papers not published or submitted for publication elsewhere can be submitted. Submissions can be an abstract (one page), full length paper (up to 9 pages) or a case study (up to 9 pages). Upon acceptance, at least one author is required to register for the conference.

SUBMISSION FOR REFEREED PAPERS, POSTERS, CASE STUDIES AND DEMONSTRATIONS

Full paper submissions will undergo a double-blind review process. At least one author of an accepted paper must register to attend the conference. If accepted, referee papers will be published in the conference proceedings and will be scheduled for presentation during the concurrent presentation sessions. Acceptance of abstracts and papers are subject to final approval by track chairs.

FOR MORE INFORMATION

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IMPORTANT DATES

*September 28* - Full and Abstract papers submission deadline
*October 12* - Notification of acceptance/rejection
*October 19* - Final revisions of accepted papers are due