

Location-based Mobile Commerce Workshop: *l*-Commerce'06

<http://ebiquity.umbc.edu/l-commerce/> August 13th, 2006,
In conjunction with ICEC'06 Delta Hotel, Fredericton, New Brunswick, Canada

Workshop Theme and Scope

The recent developments of mobile, ubiquitous and pervasive technologies have generated a wide range of opportunities for enhance physical marketplaces and for pushing traditional commerce beyond physical locations of stores, restaurants, and shopping malls. Wireless and mobile peer-to-peer technology is becoming the facilitator for new *ambient location-based commerce*, also frequently referred to as *l-commerce*. *l-commerce* is a fusion of *mobile commerce* and *context aware computing*. It exploits consumers' proximity to marketplaces by electronically extending the stores' physical area to cover potential customers before they walk into stores. The virtual expansion of the marketplace has the potential of being a powerful tool for consumers by providing information and services relevant to their current location. Once a customer is inside the store, ambient services can further enhance consumers' shopping experiences by providing consumers with recommendations and other helpful product information. Ambient commerce services allow personalization and custom context-sensitive filtering to consumers.

The vision of *l-commerce* is not limited to the "traditional" business-to-consumer commerce. It also encapsulates mobile peer-to-peer commerce where mobile peers trade and exchange information, services, and other digital goods. *l-commerce* also includes business-to-business opportunities by allowing small shops to join and form virtual partnerships therefore increasing their presence in the local marketplace.

The aim of the workshop is to identify and discuss the technical and business challenges, ideas, views, and research results in *ambient and location-based commerce* and applications. Location-based Mobile Commerce Workshop (*l-Commerce'06*) invites authors to submit original technical papers or position papers, describing current research and visions of the future.

Topics of interest include but are not limited to the following:

- Middleware and Frameworks Supporting *l-commerce*.
- Ambient Services and Applications.
- Data Management, Personalization and User Profiles in *l-commerce* Environments.
- Context Management for *l-commerce*.
- Discovery of Digital Product, Goods and Services in *l-commerce* Environments.
- Mobile Components (Mobile Agents) and Agent Technologies.
- Intelligent Graphical User Interface (GUI) for *l-commerce*.
- Mobile, Wireless Peer-to-Peer Commerce.
- Wearable Computing for *l-commerce*.
- Challenges of Mobile Portals and Hotspots for *l-commerce* applications.
- Vehicular Mobile Commerce.
- Impact of GPS and RFID tracking technology on *l-commerce*.
- Privacy Concerns, Social and Legal Issues affecting *l-commerce*.
- Payment and transaction mechanisms, platforms and solutions.
- Innovative Business Models for *l-commerce*.
- Actions, Advertising and Promotions in *l-commerce* Environments.

Workshop Deadlines

Paper Submission Deadline:	Friday, April 21st, 2006
Notification of Acceptance:	Monday, May 29th, 2006
Camera-Ready Versions:	Monday, June 9th, 2006
Workshop Date:	Sunday, August 13th, 2006
Note: ICEC06 is on Mon, Aug 14th – Wed, Aug 16th	

Workshop Submission Guidelines

Authors are invited to submit original technical papers or position papers describing current research and visions of the future. Submitted papers must be unpublished elsewhere and not currently under review for any other publication. Full papers must not exceed 12 pages printed using at least 11-point type and single spacing. All submissions should be in PDF or PostScript format. Each submission should include a cover page, which consists of a 200-word abstract, a list of keywords, and author's contact information including author's e-mail address. Guidelines for the preferred publishing format are available at <http://www.acm.org/sigs/pubs/proceed/template.html>. Authors should submit a full paper via electronic submission at <http://www.easychair.org/lCommerce06/>.

Workshop co-Chairs

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