

Mini-track title: Personalization Technologies and Impacts

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Description:

Advancement in technologies (e.g., Internet, mobile and wireless technology, and ubiquitous technology) has made personalization possible and available. Personalization has been recognized as an important concept in IS research and has received considerable attention from both academia and industry. Many practitioners and researchers are investigating into various issues of personalization. Yet, there is a lot to be known about personalization technologies, personalization applications, and their impacts.

This mini-track addresses all the issues related to designing, developing, implementing, and evaluating personalization technologies from the technical, behavioral, economical, or managerial perspectives.

Through this mini-track, we aim to examine technologies for personalization, users' attitude, intention, and perception towards personalization, the impacts of personalization, and better ways for personalizing products and services. We welcome empirical research through quantitative or qualitative methodologies including novel conceptualizations of information systems, analytical modeling approaches, case studies of implementations and experimental or prototypingbased studies.

Suggested topics (but not limited to these):

- Defining and conceptualizing personalization in e-commerce, m-commerce, and ucommerce
- Understanding the process of personalization
- Personalization technologies such as recommendation systems and intelligent software and so on
- Factors influencing users' adoption, acceptance and usage of personalized products/services
- Impact of personalization technologies on users' behavior
- Personalization-Privacy Paradox (e.g., trade-offs between personalization and privacy concerns)
- Identifying and implementing users' various personalization needs
- Metrics for personalization success
- Personalized Educational Technologies, such as e-learning technologies utilized in classroom to provide students personalized learning experiences
- Personalized ICT technologies for virtual teams, e-collaboration and other business processes
- Personalized e-government technologies
- Best practices of personalization
- Cross-cultural issues of personalization