



Call for Submissions
**11th Research Symposium on Emerging Electronic Markets
(RSEEM 2004)**
“Relationships in Electronic Markets”
September 11-13, 2004 in Dublin, Ireland

The annual Research Symposium on Emerging Electronic Markets (RSEEM) is a forum to present and discuss current and ongoing research. In order to stimulate a lively discussion the number of participants will be limited to 25.

Programme committee:

Stefan Klein, University College Dublin, IE (Chair)
Ulrike Lechner, University of Bremen, D
Ron Lee, Florida International University, USA
Robert M. O’Keefe, University of Surrey, UK
Beat F. Schmid, University of St. Gallen, CH
Mareike Schoop, RWTH Aachen, D
Petra Schubert, University of Applied Sciences Basel, CH
Yao-Hua Tan, Free University Amsterdam, NL (Co-Chair)
Rita Walczuch, University of Maastricht, NL

Important Dates

Submission of full or work-in-progress papers:	August 20, 2004
Research symposium:	September 11-13, 2004

Submission instructions for full paper

Submissions of full papers (based on the RSEEM style sheet) are required before August 20. Papers accepted for presentation will be included in the proceedings.

There are no rigid guidelines regarding paper length for the final research papers. We suggest the final papers to have between 5 and 15 pages.

Contact

All submissions and questions should be addressed to
Stefan Klein [Stefan.Klein@ucd.ie]

- RSEEM 2004 Schedule

Saturday	
20.00h	<i>Dinner O'Connell's Restaurant</i>
Sunday	Bewley's Hotel Ballsbridge, Dublin 4
09-10.30	Paper Session 1 Chair: Yao-Hua Tan Andrew Lancastre, Luis Filipe Lages: The Buyer-Supplier Relationship: Cooperation Determinants in an e-Marketplace, in Early Stages of the Relationship Process Raluca Bunducchi; Martina Gerst: Electronic Markets and their Impact on Buyer-Seller Relationships
	<i>Coffee</i>
11-12.30	Paper Session 2: Chair: Rita Walczuch Desirée Knoppen: Supply Chain Relationships Vera Kartseva, Yao-Hua Tan: Towards a Modelling Tool for Designing Control Mechanisms for Network Organisations
	<i>Lunch</i>
13.30 – 15.00h	Paper Session 3: Chair: Ulrike Lechner Marcel Gogolin, Bernd Schneider: Towards a flexible technical infrastructure of Electronic Marketplaces Sabine Zumppe, Werner Esswein: Goal dependent Success Strategies for Marketplace Operators in different Roles
	<i>Coffee</i>
15.30 – 17.00h	Paper Session 4: Chair: Petra Schubert Andreas Voß: Taming the Empowered Customer: Channel Choice or Channelled Behaviour? Claas Mueller-Lankenau, Kai Wehmeyer: Web Channel Quality in Click & Mortar Contexts - A Challenge to Customer Relationships in Electronic Markets
19.00h	<i>Dinner</i>
Monday	UCD Quinn School of Business, Belfield Dublin 4
09-10.30h	Paper Session 5: Chair: Katarina Stanoevska Dirk G. Neumann, Carsten Holtmann: Embodiment Design in Market Engineering Ilka Weber, Clemens Czernohous, Christof Weinhardt: Simulation of Ending Rules in Online Auctions: Analysis of the Buy Price Option
	<i>Coffee</i>
11-12.30h	Paper Session 6: Chair: Hans van der Heijden Daniel Risch, Petra Schubert: The effect of virtual relationships on e-shops; a case-study-based approach Achim Dannecker; Ulrike Lechner: Virtual Communities with a Mission in the Health Care Sector
	<i>Lunch</i>
13.30 – 16.00h	Paper Session (RIP) and Conclusion Chair: Michael Koch Thomas Acton; Willie Golden; Hans van der Heijden: The Impact of a Decision Aid on Performance and Acceptance of Small Screen Information Systems Katarina Stanoevska: The Transition from e- to m-commerce - How can existing electronic markets be leveraged with mobile technologies? Petra Schubert: IT Integration in Electronic Markets (presentation only)

Venues

The conference venue will be Bewley's Hotel in Ballsbridge, Dublin 4 (http://www.bewleyshotels.com/ballsb_home.asp).

The Monday sessions will take place at UCD, Quinn School of Business, Belfield, Dublin 4 (about 4 km from Bewley's Hotel) (<http://www.ucd.ie/> - Belfield Campus).

Registration

Registration fee is € 350 including accommodation for 2 nights and all meals.

Travel

Bewley's Hotel is on the Aircoach Ballsbridge route (www.aircoach.ie) from the airport.

Buses leave every 15 min in front of Arrivals and stop in front of Bewley's Hotel in Ballsbridge.

The fair is € 7 single, € 12 return.

It takes at least 40 min from the airport, in heavy traffic longer.