The topic is the eBusiness Community Model, eBCM as a tool for eBusiness community development.

For any community, entrepreneurship and creativity is a key driver, values that to a large extent thrive in small and medium sized companies (SMEs). Automated business processes are costly to install and require a cultural change in the way business is conducted and service offered. For the SMEs the cost of automating business operations, and thereby becoming integrated into the larger business scene, as well as the cost of adjusting to a new mindset is currently perceived to be too high. What the SMEs need is a modular approach, enabling them to gradually build their technical infrastructure and capabilities as well as recognizing other key elements required for becoming eBusiness integrated, i.e. doing business electronically.

Such an approach is currently being developed in the eBusiness Community Model – Research and Assessment Project (eBCM-RAP), a cross cultural, multinational European project, funded by the Nordic Innovation Centre, NICe, an institute under the Nordic Ministerial Council. The centerpiece of the project is the “eBusiness
Community Model, eBCM”, which is designed to cover all the major elements needed for advancing towards an e-Business.

Issues to be discussed:

• Does the eBCM really give ‘The Big Picture’ of eBusiness, its nature, dynamics and challenges?
• How can the eBCM be used to give the greatest impact on national and corporate economies?
• Which are the best ways to put the eBCM to its test?
• How can new stakeholders, business, academia and government, become involved in the eBCM’s development and what needs to be further researched?