

Socio-Economic Research on eBusiness and the New Economy

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1. Introduction

The present document constitutes a proposal for a workshop to be held during the proceedings of the 15th Bled Electronic Commerce Conference *e-Reality: Constructing the e-Economy* in Bled, Slovenia, June 17-19, 2002. The workshop will be organized in the context of the E-Factors project. E-Factors is a thematic network in e-business models¹. The project brings together sixteen partners with a common objective: to determine factors that account for the successful and sustainable implementation of e-business models and to disseminate this knowledge and experience across Europe.

In terms of its practical objectives, the overarching aims of the workshop are to generate feedback from a wide basis of participants in other EU projects, particularly within the scope of socio-economic research (KAII), while also recording scientific input from invited external participants regarding e-business model adoption.

¹ E-Factors (IST 2001- 34868) is a research project funded by the EU. The members of the E-Factors consortium are: the Athens University of Economics and Business, Brunel University, the Copenhagen Business School, the Athens Laboratory of Business Administration, University of Cologne, Erasmus University, Norwegian School of Economics, INSEAD, UMIST, University of Javaskyla, INTRACOM, FhG-GOCUS, IBERINCO, VEA, Waterford Institute of Technology, and Georgia State University.

2. Workshop Participants

The workshop targets the following candidates for participation:

- Partners and representatives from EU funded projects that tackle issues related to e-business
- External experts as well as other parties involved in socio-economic research in the new economy and research in the domain of e-Business.

3. Organizers

The workshop will be co-organized Dr. Takis Damaskopoulos (INSEAD) and Dr. Nancy Pouloudi (AUEB).

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4. Objectives

The workshop has the following specific objectives:

- To support the dissemination of the accumulated knowledge gained in the individual projects represented in the E-Factors participants to a broad range of stakeholders within the EU
- To integrate the knowledge and experience gained in individual Key Action II projects providing thus a critical mass of information on the adoption and sustainable development of e-Business models and practices
- To compare experiences in e-business model adoption from the European region with other parts of the world
- To raise awareness as well as visibility and foster the widest possible dissemination of project outcomes
- To serve as a forum for discussing the findings by inviting external third-party participants and expert opinion on project findings.

5. Research Agenda

The research agenda of the workshop will be structured around four levels of analysis: the level of the firm, the level of the interface of the firm to its market, the level of the industry, and the level of regulation and public policy. On each of these levels the workshop will examine the following issues:

- **Firm** – technological capabilities and e-business connectivity on the level of firms, managerial mentalities, organisational factors, changes in work practices, organisational culture
- **Market** – market technological infrastructure, customers and suppliers relationships, marketing, market readiness for e-business especially in terms of education and social and cultural predispositions to e-business
- **Industry** – the ancillary industrial infrastructure of e-business (ASPs, web-hosting firms etc), the shifting spatial boundaries of firms and industrial sectors, network management, financial markets and venture capital as critical components for the sustainable development of e-business
- **Regulation** – the role of public policy for the development of a ‘e-business friendly’ environment, public policy in regards to competition, regulation with respect to the elimination of monopolies in telecom markets, regulation with respect to legal support for virtual transactions and digital signatures, ease of licensing, intellectual property rights, etc.

6. Proposed Workshop Date and Duration

We propose to hold the workshop on Sunday 15 June at 13:30. In terms of its duration we recommend that the workshop last two (2) hours and forty-five minutes.

A proposed schedule of activities of the workshop could read like this:

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| 14:00 – 15:15 | Presentations on each of the research themes identified in the proposal (i.e., individual, societal, organisational) |
| 15:15 – 16:00 | Feedback from participating experts |
| 16:00 – 16:45 | Debriefing and discussion on knowledge and experience generated by other individual projects. |