

ECISM 2017

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Mini Track on Information Management for Mobile Apps

Mini Track Chair: Dr. Emil Numminen



Since its initiation in 2008 the mobile app market has grown continually. This year alone mobile apps are expected to generate \$77 billion in sales and be downloaded more than 268 billion times. Most of these downloads are from one of the two major online platforms where extensive information is gathered from users. Understanding and managing this information is crucial for becoming successful in this highly competitive market. Given that developers require access to functionalities and content on the phone to which the app is downloaded there may be a number of privacy concerns to explore. The extensive user information also creates opportunities for new development strategies for mobile apps and rapid user feedback. The fast growth of the app market creates challenges to market actors worthy of both theoretical and empirical work by scholars from diverse disciplines such as economics, informatics, management and software engineering.

Topics may include but are not limited to:

- Mobile app data analytics
- Mobile app modularity and platform management
- Mobile app development strategies
- Mobile app user data management
- Privacy concerns regarding mobile app data



Dr. Emil Numminen is the head of department of the department for industrial economics at Blekinge Institute of Technology in Sweden. His research is focused on information systems and software economics.

Submission details

In the first instance a 300-500 word abstract is required, to be received by 23rd February 2017.

Submissions must be made using the online submission form at

<http://www.academic-conferences.org/conferences/ecism/ecism-abstract-submission/>

If you have any queries about this track please email the mini track chair: Emil.numminen@bth.se

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