

Preface

The Workshop on e-Business (WeB) is a premier annual workshop on e-business and e-commerce. The purpose of the workshop is to provide an open forum for e-business researchers and practitioners worldwide to explore and respond to the challenges of next-generation e-business systems, share the latest research findings, explore novel ideas, discuss success stories and lessons learned, map out major challenges, and collectively chart the future directions of e-business. Since its inception in 2000, the WeB workshop has attracted state-of-the-art research and followed closely the developments in the technical and managerial aspects of e-business. The 15th Annual Workshop on e-Business (WeB 2015) was held in Fort Worth, Texas, on December 12, 2015. The workshop provided an interactive forum by bringing together researchers and practitioners worldwide to explore the latest challenges of next-generation e-business systems and the potential of service computing and big data analytics. Original research articles addressing a broad coverage of technical, managerial, economic, and strategic issues related to e-business, with emphasis on service computing and big data analytics, were presented at the workshop. These articles employed various IS research methods such as case study, survey, analytical modeling, experiments, computational models, design science, etc.

The theme of WeB 2015 was “Leveraging Service Computing and Big Data Analytics for E-Commerce.” With the advances in high-speed connectivity and ability to deliver services seamlessly over the Web, service computing is not only reshaping how businesses operate and create new business solutions, but also transforming how e-business systems are designed, developed, and deployed. The global nature of service computing presents various opportunities and challenges, as well as creating a new economic structure for supporting different e-business models. At the same time, in this connected world, there is an explosion in the amount of data being created and collected, and big data analytics is increasingly being used by organizations to gain competitive advantage. Big data is changing the face of e-commerce by impacting all aspects of the business, be it inventory management, pricing, customer relationship management, new product/service innovation, and meeting customer demands. Big data analytics initiatives require considerable investment on infrastructure, tools, and technologies. While large organizations with adequate resources are able to capitalize on big data analytics, smaller companies are at a disadvantage. However, by providing big data analytics as Web services, companies of any size can gain access to these services and utilize them to support real-time decision-making, manage fraud, optimize pricing, and provide better customer service. Thus, leveraging service computing and big data analytics has great potential in transforming e-business operations for large and small businesses alike. WeB 2015 provided a forum for scholars to exchange ideas and share results from their research on service computing and big data analytics for e-commerce.

We received 45 submissions and each submission was reviewed by three reviewers. The Program Committee co-chairs had a final consultation meeting to look at all the reviews and make the final decisions on the papers to be accepted. We accepted 12 papers (26.7 %) as long/regular papers and 16 short papers.

We would like to thank all the reviewers for their time, effort, and completing their review assignments on time despite tight deadlines. Many thanks to the authors for their contributions.

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E-Life: Web-Enabled Convergence of Commerce, Work,
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Papers

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