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Book title: Mobile Platforms, Design, and Apps for Social Commerce
Website: <http://kmcms.net/Doc/Call/mkm/>

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Submission Procedure

Researchers and practitioners are invited to submit on or before **February 28, 2016**, a 2-3 page chapter proposal clearly explaining the mission and concerns of his or her proposed chapter. Authors of accepted proposals will be notified by **March 30, 2016** about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by **June 30, 2016**. All submitted chapters will be reviewed on a double-blind review basis.

Recommended topics and the detailed call for chapters can be found at:

<http://kmcms.net/Doc/Call/mkm/>.

English will be the principal language used for correspondence. Authors are therefore requested to write in good English since emails will be forwarded between authors at times.

Important Dates

- February 28, 2016: Proposal Submission Deadline
- March 30, 2016: Notification of Acceptance
- June 30, 2016: Full Chapter Submission
- August 30, 2016: Review Results Returned
- September 30, 2016: Final Chapter Submission

Projected Table of Contents

1. Mobile Learning

1. Building multi-disciplinary teams for Web-based learning and teaching
2. Evaluation of mobile or blended learning in practice
3. Future of mobile or blended learning
4. Learner interaction/collaborative learning
5. Use of mobile or blended learning in professional environments

2. Theory and Practice in Modern Mobile Computing

1. Mobile applications
2. Mobile services
3. Business models for mobile services and applications
4. Virtual Enterprises

3. Mobile Game and Mobile Entertainment Technologies

1. Mobile or blended learning applied at different levels of education from pre-school to tertiary and beyond
2. Pedagogical and/or philosophical underpinnings of mobile or blended learning
3. Roles of mobile, pervasive, and immersive technologies in education
4. Virtual reality environments, 3D online worlds
5. Innovative and current research methods and methodologies, current and future trends, technologies, and strategies related to game, simulation, development, and implementation
6. Psychological aspects of gaming
7. Teaching of games and simulations at multiple age and grade levels

4. Mobile Web Based Communities and Social Media

1. Virtual Communities for mobile users
2. Online community management for mobile uses
3. Role of Wikis, blogs, podcasts, messaging, Web 2.0 components, and other online tools
4. Social network systems

5. Interfaces and Human Computer Interaction for Mobile Users

1. Design of information and communication systems that facilitate knowledge transfer and sharing
2. Ergonomics, Human-Machine Interface, and Usability of mobile devices
3. Using W3C and WAI standards for u-users

4. Design and evaluation of intelligent e-collaboration technologies in organizational settings
5. Design, implementation, and assessment of e-business solutions that include e-collaboration features
- 6. Mobile Commerce**
 1. Mobile commerce Technologies and Management
 2. E-Commerce/M-Commerce and Customer Behavior
 3. E-Commerce/M-Commerce and Human Resource Management
 4. Mobile Customer relationship management
 5. Customer loyalty, satisfaction, and retention
 6. Online trust and mobile devices
- 7. Computer Graphics, Visualization, Computer Vision, and Image Processing for Mobile Devices**
 1. Aesthetic computing, visual explanations, and data visualization on mobile devices
 2. Design of new styles of interaction-rich applications and services for mobile users
 3. Societal impact and evaluation of graphical applications and interfaces
 4. Trends in innovative and future interfaces
 5. Use of visual elegance and simplicity
- 8. Mobile Collaborative Technologies**
 1. Privacy, Confidentiality, and Security issues on mobile devices
 2. e- and m- technologies design and risk of mobile devices (apps etc.)
 3. e- and m-technologies implementation and management
 4. e- and m-technologies security and challenges
 5. e- and m-collaboration technologies for the creation of virtual teams and virtual organizations support on mobile devices
- 9. Mobile Knowledge Management**
 1. Knowledge building using Web-based learning and teaching technologies on mobile devices
 2. Knowledge ergonomics of mobile devices
 3. Enablers and inhibitors of knowledge sharing and knowledge transfer behaviors
 4. Knowledge acquisition and transfer processes
 5. Knowledge transfer and sharing behaviors within emergent organizational forms such as virtual communities on mobile devices

Draft Abstract

The onset of e-m-commerce, e-m-learning, and knowledge management technologies, on screens from desktops and laptops, but also on devices such as smartphones, tablets, watches or glasses, combined with other technologies such as social media has an impact on organizations and their relationships within/outside their boundaries. Mobile technologies such as Wireless data communications in the form of Short Message Service (SMS) and Wireless Access Protocols (WAP) browsers have gained global popularity for e-learning and knowledge management purposes. The development of screens with multiple sizes plays in favor of such a development. Despite the potential use of mobile technologies to assist knowledge management, for companies, scholarship institutions or other forms of organizations who necessitate to maintain a high level of knowledge for lectures (education), procedures (institutions), internal charts (organizations), etc., the design of the

latter is not trivial. The effectiveness of such applications mainly depends on the design of its interface. This book investigates the importance of the use of design assets, social media tools, freely downloadable apps and so on for mobile design to assist knowledge management. Prototype applications developed to link course websites or MOOC platforms or e-learning tools could be presented in this book. The knowledge management applications The presentation of the use of Content Management System (CMS) and other curation systems is also welcomed. Results from exploratory/confirmatory studies to present what plays crucial roles in the ease-of-use of knowledge management systems for users are also warmly welcome. There is an emerging need for researchers and practitioners to fully understand the potential of mobile environments for successful knowledge management, or any other type of activity, and the changes they impose to existing to user behavior. This book intends to fill this gap, providing a systematic synthesis of the latest research findings and professional experience on mobile online environments and user behavior.

Objective of the Book

This book will aim to provide relevant theoretical frameworks and the latest empirical research findings regarding **Mobile Platforms, Design, and Apps for Social Commerce**. It will be valuable to academics and practitioners who want to improve their understanding of the strategic impact of mobile technologies in a wide range of applications and organizations in sectors such as business, commerce, marketing, knowledge management, learning, entertainment, human-computer interaction and social media. The book aspires to bring together the latest academic research and professional practice, covering all aspects of mobile user activity and behavior in diverse contexts. It will thus offer concentrated knowledge and a much needed structured roadmap for studying, planning and implementing mobile technology strategies for all types of organizations.

Target Audience

The target audience of this book will be composed of researchers and professionals working in the field of marketing, information systems, IT-enabled change, and change management in various disciplines, including library, information, and communication sciences; administrative sciences and management; education; adult education; sociology; computer science; and information technology. Moreover, the book will provide insights and support to executives concerned with the management of e- and m-commerce, e- and m-learning, and knowledge management applications, as well as enable the assessment of the organizational impact of such applications in different environments.

Authoring

Website: <http://kmcms.net/Doc/Call/mkm/>

Contributors' Resources

This page contains information on guidelines, formatting, etc.

<http://www.igi-global.com/publish/contributor-resources/#books-editors> (contributors' guide)

Copyright agreement

Authors are prompted to sign the copyright agreement in the system when they upload their full chapters. However, should there be a problem electronically and for your reference, I am including the link for our PDF copyright.

<http://www.igi-global.com/publish/resources/edited-warranty.pdf> (copyright)

Template

You can find the template to prepare the chapter here:

<http://kmcms.net/Doc/Call/mkm/material/template.doc>

References style

You can discover the styles to use for the references here:

<http://kmcms.net/Doc/Call/mkm/material/references.docx>

Manuscript

You will see the manuscript style for your chapter here:

<http://kmcms.net/Doc/Call/mkm/material/manuscript.pdf>

Copyright transfer

You need to sign the copyright transfer which is here: