



## CALL FOR PAPER

### 27<sup>th</sup> Americas Conference on Information Systems (AMCIS) Digital Innovation and Entrepreneurship

An AIS Annual Regional Conferences

Virtual Conference, August 9-13, 2021

<https://amcis2021.aisconferences.org>

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#### **Background:**

We invite the submission of completed research papers, Emergent Research Forum (ERF) papers, Professional Development Symposia (PDS), panels, workshops and Technology Research, Education, and Opinion (TREO) talks to the 27<sup>th</sup> Americas Conference on Information Systems (AMCIS), to be held online August 9-13, 2021. AMCIS 2021 will bring together academics and industry professionals around the world to exchange knowledge related to diverse facets of information systems research and practice.

AMCIS 2021 will provide exciting opportunities for participation, collaboration, and dialogue related to the conference theme “Digital Innovation and Entrepreneurship”. With you, we will present an exciting program that draws upon the best of SIG-driven AMCIS traditions and continues successful initiatives such as the ERFs and TREO Talks. We anticipate thought-provoking presentations and stimulating discussions that exemplify what fun it can be to work in this incredible discipline of ours.

#### **Submission Information:**

All submissions must be made via the AMCIS 2021 PCS submission system. After creating an account and logging on to the PCS site, authors should go to the “Author Center” to make their submission. Specifically:

- Visit the AMCIS 2021 website for a complete list of tracks and mini-tracks that are available and to determine the proper mini-track for your submission prior to submission. Please contact the relevant track/mini-track chairs with any questions or concerns.
- If there is any conflict of interest between the author(s) and the track or mini-track chairs, the paper must be submitted to the “General Topics” mini-track within the Advances in Information Systems Research track.
- Determine the proper type for your submission by reviewing the types of submissions on the conference website. Submission instructions, templates, and forms can also be found on the website.

#### **Important Dates:**

**January 6, 2021:** Manuscript submissions begin

**March 1, 2021:** Completed research and ERF submissions are due at **5 p.m. EST**

**April 21, 2021:** Workshop, panel, TREO and PDS submissions are due at **5 p.m. EST**

Scholarly integrity is a core value in our discipline, and all AMCIS submissions must comply with the policies posted on the AMCIS 2021 website. Scholars submitting papers to this conference thereby attest that they have read the AIS Code of Research Conduct, and that the work submitted is in accordance with the Code in all appropriate respects. Editors of AMCIS conference proceedings who receive allegations of plagiarism or other scholarly misconduct may inform the AIS President, who may refer the matter, at his/her discretion, to the AIS Research Conduct Committee.

## 【Track Call for Papers】

### Social Computing Track, Trust in Social Computing Mini-Track

#### Track Description

As the quantity of data captured about and shared by individuals has exploded over the last decade, there has been a resurgence of interest in information technologies – such as social networking platforms, collaborative filtering and reputation management systems – that facilitate social interaction among individuals. With the recognition that Social Computing straddles research at the intersection of social behavior and computing technologies, we would like to encourage papers that approach this topic from a plurality of research methods and perspectives. This track welcomes submissions that explore how these Social Computing technologies have transformed how people work, communicate, and play together.

#### Trust in Social Computing Mini-Track

In recent years, there has been a substantial increase in internet penetration and people's digital presence. As the internet is becoming increasingly accessible, the online-driven lifestyle, such as social computing is having a far-reaching effect on mass consumer behaviour, resulting in a digital consumption surge.

In whatever cultural background and market environment and to whatever stage social computing develops, building, maintaining and enhancing social computing trust is always a primary issue for social computing's development. The trust-building mechanism of social computing is helpful for one party in the relationship to confirm that the other party will not do harm to the first by virtue of its information advantage, thereby effectively facilitating the smooth social interaction. As a result, analysis of major factors that shape trust in the social computing environment and study of the online trust-building mechanism become an important task in the development process of social computing.

The purpose of this mini-track is to discuss the impact of trust on social computing in terms of customer, enterprise, and social perspectives. We look for submission that cover but are not limited to:

- Trust in social computing
- Trust in social networking service
- Trust in unfamiliar enterprises
- Trust and trust management in O2O environment
- Trust in social shopping
- Sentiment analysis in social media for trust issues
- Social innovation and the trust relationship
- Impact and influence of fake news in social media
- Trust of fintech on social media platforms

#### Mini-Track Chairs

[Dr Cong Cao](#) Zhejiang University of Technology, China

[Dr Jun Yan](#) University of Wollongong, Australia

[Dr Mengxiang Li](#) Hong Kong Baptist University, Hong Kong SAR, China

[Dr Xuhong Ye](#) Zhejiang University of Technology, China

#### Contact Us

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