



Conference Notice

Conference on Electronic Marketplace and Economics

February 16-17, 1998, Austin, Texas

Electronic Commerce has become one of the most talked-about topics in the press, but there is still much uncertainty on how the use of computer and networking technologies will impact business organizations and processes, products and government policies in a broader context of the digital economy. Critically lacking is an integrated perspective that offers a clear picture of the technology's effects on the marketplace.

CEME '98, co-sponsored by CREC and IBM's Institute for Advanced Commerce, presents a gathering of academic researchers and industry experts in electronic commerce with its unprecedented focus on the electronic marketplace and the role of economic models. Two-day sessions will examine analytic and experimental issues in production, product choice, pricing and payment systems, intermediation and consumption, and broader issues of market competition and monetary policy. The Conference will provide the first opportunity to question and analyze popular electronic commerce paradigms using economics as a unifying theme, and to survey recent developments in electronic commerce technologies in academia and industries.

More information about the conference and registration is available at the CREC's website: <http://cism.bus.utexas.edu> (see EC News).

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