



<http://is3c2014.ncuteecs.org>

**Special Session Call for Papers
International Symposium on Computer, Consumer and
Control, 2014**

Special Session organizer: Prof. Pi-Chuan Sun
Dr. Pi-Chu Wu

Session name: *Consumer Electronics and E-commerce Management.*

Introduction/ Call for papers

Consumer electronics products have become a mainstay in domestic and international markets. Portable devices such as smartphones, tablet PCs, PDAs, e-books, and video game consoles dominate the consumer market. These products experience fierce global competition and have short product cycles. Marketers are concerned about all the factors that contribute to consumers' evaluations and willingness to buy these products.

The growth of electronic commerce has been phenomenal in recent years. Online group-buying, consumer reaction to electronic prompting, and creating new buying experiences have become more and more important. The motivation and goal of this session focuses on the management of consumer electronics and e-commerce, and how technology is changing the way we buy. Taken as a whole, this session shows that by better understanding consumer behavior, researchers can contribute strategies and suggestions for offering high quality service to meet consumer needs and wants. Driven by this motivation, the innovative methodologies are proposed not only in area of consumer electronics and e-commerce but also in new paradigms in consumer behavior. Prospective authors are invited to submit original papers to the Special Session.

Indicative Topics/Areas

The topics of interest include, but are not limited to

- Consumer Electronics Marketing

- E-commerce and Analysis of Data mining
- Mobile Application
- Group Buying and on-line shopping
- Consumer Markets and Consumer Behavior

Prospective contributors are invited to submit their paper to Dr. Wu by email jessywu1123@gmail.com. All presented papers will be published in the Proceedings and the excellent papers will be recommended for publication in the special issue of SCI Journal.