

Industry Panel Special Session

New Challenges and New Ideas for Today's Global, Dynamic and Competitive Businesses

As the world continues shrinking and flattening, the emergence of intelligent networks, seamless connectivity, social dynamics with virtual collaboration is increasingly shaping today's marketplace as the most competitive and dynamic in all of industry. Tremendous unforeseen challenges have been pressed upon the 21st century's business to generate high impact innovations, which are undergone two shifting trends: (1) from technology focus to business focus, (2) from product-centric to customer-centric. Change is the only certainty in today's business. Changing environments create the need for business to adapt more quickly in order to stay ahead of their competitors. Systems and services in the value chain make businesses more efficient and reduce operating costs when they work together collaboratively and intelligently – eliminating labor-intensive work and speeding responsiveness.

The goal of this special industry panel session is to draw together industry practitioners and academic researchers to gain a shared understanding of the pressing challenges faced by today's business world, identify the breath of current research work, best practices, new ideas, potential collaborations and future research directions. Relevant topics include but not limit to:

- 1) Vertical workflows in Health Care, Manufacturing Production, Financial services, Telecommunication, Government, etc.
- 2) Agile and adaptive business process management
- 3) Decision support system
- 4) Service innovations and research
- 5) Operational research and supply chain management
- 6) Semantic and Social computing
- 7) Ubiquitous sensing and mobile computing
- 8) Media-centric communication
- 9) Internationalization and Localization

Paper Submission and Publication

Complete manuscripts must be electronically submitted at [ICNSC08 Web site](#). Full paper (6 pages) or a short paper (2 pages) is welcome. Submitted manuscripts should be in IEEE two-column format, including figures, tables, and references. A LaTeX style file and a Microsoft Word template are available from the conference web site. However, submission MUST be PDF FORMAT. In addition to submit your paper through [ICNSC08 Web site](#), please send a notice to the special session organizer Tong Sun (Tong.Sun@xerox.com), Xiping Song (xiping.song@siemens.com) and cc to Zhixiong Chen (zxchen@ieee.org).

Each paper will be peer reviewed by at least two experts in the topical area. All accepted papers will be published in the conference proceedings and will be indexed by EI.

Important Dates

- Paper submission deadline: October 15, 2007
- Notification of acceptance: November 15, 2007
- Camera-ready copy and author registration: December 15, 2007

Session Chairs

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