HCI International 2024

Call for Papers – Special Session

HCI in Digital Marketing, Digital Commerce, and Omnichannel Settings

@ 11th International Conference on HCI in Business, Government and Organizations

Important Dates:

- **By 10th of December 2023**:   **Deadline for full paper submissions**. Start of the review process
- **By 11th of January 2024**:   Review and acceptance notification
- **By 2nd of February 2024**:   The **final camera-ready papers** are due

Organization:

Andreas AUINGER | Digital Business Management | University of Applied Sciences Upper Austria | https://www.researchgate.net/profile/Andreas_Auinger | https://digital-business.at | **mailto:andreas.auinger@fh-steyr.at**

Martin STABAUER | Digital Business & Education | Johannes Kepler University, Linz, Austria | https://www.researchgate.net/profile/Martin_Stabauer | **mailto:martin.stabauer@jku.at**

Werner WETZLINGER | Digital Business Management | University of Applied Sciences Upper Austria | https://www.researchgate.net/profile/Werner_Wetzlinger | https://digital-business.at | **mailto:werner.wetzlinger@fh-steyr.at**

Publication: The Camera Ready Papers should have typically 12 pages, but no less than 10 and no more than 20 pages. Accepted papers will be published in the conference proceedings by Springer as a volume of the series of Lecture Notes in Computer Science (LNCS) – see conference page at http://2024.hci.international for details.

> **If you plan to submit an abstract and subsequently a paper at this special session, please send an e-mail to** andreas.auinger@fh-steyr.at or martin.stabauer@jku.at.
> We will send an invitation link through the conference management systems.

Conference dates: 29 June-4 July 2024, Washington DC, USA

TOPIC OF THE SPECIAL SESSION

Living in the **digital business era** today, we are witnessing rapid social and technological developments in both **omnichannel commerce** and **omnichannel marketing** settings. For example, the **retail sector** is facing rapid changes in customer behavior paired with the utilization of new consumer devices (e.g., mobile devices, AR/VR/MR tools, conversational voice interfaces), accompanied by an increasing shift towards ubiquitous commerce and marketing interactions.

This shift affects both **digital business managers** and modern **digitally enhanced consumers**. Digital business managers, as well as systems engineers, are confronted with the challenges resulting from designing **innovative consumer interfaces**, **digital marketing pathways**, new **customer touchpoints** along with conversion optimization. However, consumers also demand to access different distribution channels by various, **ubiquitously available interactive technologies** independently from their current location. Such scenarios, in which the consumers switch, for example, between shopping online at home, via mobile interactive devices on the way, locally in a digitally enhanced brick-and-mortar store or even without any active interaction (automated) supported by technologies and concepts of the internet of things (IoT, e.g. intelligent refrigerator), are referred to as **omnichannel commerce and marketing**. **Understanding consumer behavior** and **information needs** on the one hand, but also relevant concepts, processes, and technologies on the other hand, are inevitable preconditions for designing and managing successful **businesses** in the context of omnichannel commerce and marketing.

Theoretical, empirical, and design science research papers are highly welcome. **We welcome papers applying different scientific methods, including for instance empirical and qualitative research (e.g., case studies), traditional behavioral experiments, and studies using neurophysiological measurement.**

Your contributions should be related to the following **indicative topics and keywords**, which outline the spectrum of issues to be addressed in this special session:

- Challenges and chances along the customer journey in omnichannel commerce and marketing
- User experience and usability in the context of omnichannel commerce and marketing
- Trust in omnichannel commerce and implications on HCI
- Concepts and case-studies for HCI in omnichannel commerce and marketing
- Processes and business models related to omnichannel commerce and implications on HCI
- Neuroscience approaches to HCI
- Concepts for open innovation and design thinking related to commerce and marketing processes
- IT Architectures for omnichannel commerce and marketing, and implications on HCI
- HCI relevant aspects for search engine optimization, web analytics, information retrieval and opinion mining in the context of omnichannel commerce and marketing
- Smart Technologies and IT implication for HCI related to omnichannel commerce and marketing
- Consumer behavior and emotions in the context of omnichannel commerce and marketing
- Conversational interfaces (e.g. chatbots, voice command) in omnichannel commerce settings and omnichannel marketing activities
- Artificial intelligence in HCI
- Design Patterns in Digital Marketing and Digital Commerce