



## Call for Papers

“Mastering IT in Business”

June 12-13, 2008

IESE Business School, Barcelona, Spain

The [Business and Information Technologies \(BIT\)](#) project studies the impact of new online information and communication technologies on business practices worldwide. The project is currently being coordinated by the Center for Management in Information Economy at UCLA Anderson School of Management, and is a collaborative effort by different research teams in 9 countries worldwide. The BIT study plans to cover 20-25 countries in the next few years.

The BIT (Business Information Technology) group invites you to electronically submit your papers for the conference that will be held in June 12 - 13, 2008 in IESE Business School, Barcelona, Spain. This is the academic part of the 2008 BIT annual conference.

### The theme of the conference

Nowadays, differentiation is a key factor of business success. Appropriate management of Information and Communication Technologies (ICT) is a means through which competitive advantages are created. Therefore, it is important to know which criteria were taken into account by business managers during the decision-making process regarding the adoption of technologies. These decisions may impact different strategic areas of the company as well as its economic and operational results. Moreover, it may also affect the firm's structure and work.

An academic interdisciplinary discussion around these topics will take place at the conference in Barcelona. This event will represent an opportunity for scholars coming from different countries and different fields of research to present their works and ideas related to the conference theme.

This will also be an occasion, for the participants, to get in contact with the research developed within the global BIT research network and to explore opportunities for international research collaboration.

### Important dates

May 22 th, Deadline abstract submission

May 27 th, notification of acceptance

May 30 th, registration an full text paper

Paper submission

Please submit an extended abstract to [BIT@iese.edu](mailto:BIT@iese.edu)

Paper and abstract format

Electronic files, word format. Please include affiliation and contact information  
Extended abstracts should include bibliography.

Paper acceptance and registration

After the notification of acceptance, send full-text paper and online registration to the conference (no fee).