



Transformation *through* Mobility



## GMR2009

Cairo, Egypt, 1-3 November 2009

The Global Mobility Roundtable (GMR) is an annual, international event, which brings together experts and decision-makers from industry, academia and policy-making agencies. The conference provides an opportunity to build and support sustainable international networks of researchers and practitioners working in the mobile communications and wireless data industry. It also aims to enable the exchange of knowledge about best practices in this industry and facilitate communication and collaboration among global players.

In November 2009, the GMR will be held in Cairo, Egypt and hosted by the International Executive Education Institute (IEEI) of the American University in Cairo (AUC). IEEI provides a unique learning experience at AUC's new state-of-the-art campus. Recognizing that executive education has become a necessary milestone in the career paths of corporate leaders and CEOs worldwide, IEEI provides intellectual stimulation and innovative knowledge in an academic setting together with valuable networking among business leaders.

### Important Dates

15 July 2009	Paper submission due
31 August 2009	Reviews from PC members due and notification of acceptance
30 September 2009	Camera-ready final paper submission due
5 October 2009	Early Bird Registration Deadline
1 November 2009	Pre-Conference Tour: site visits and conference reception and opening
2-3 November 2009	Cairo Mobility Roundtable Conference

### Submissions

Submissions are encouraged for both academic and industry related papers. The conference encourages plurality in research methods as well as industry experience papers and cases. The sessions will include full-length and research-in-progress papers. Papers should not exceed 5,000 words in length, including references. For more detailed instructions on formatting and submitting papers, please visit <http://www.gmr2009.org/submissions>

Moreover, the conference organizers encourage industry experts and practitioners to submit panel proposals containing the title of the panel, name of possible participants, overview, and motivation for the proposed panel. Panel proposals should not exceed one page in length.

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The theme includes, but is not limited to the following topics:

- Mobile entertainment (music, TV, games)
- Mobile business models and partnerships
- Future consumption of mobile products and services
- Talents gap, skills development and the mobile industry
- Mobility and social networking
- GIS and mobile services
- Globalization through mobility
- Emerging mBusiness research and development opportunities
- Innovation in mobile business and technologies
- From eBusiness to mBusiness in the global market space
- Mobility diffusion in the developing world
- Mobility issues and challenges in developing nations
- Integrated mobile marketing communications
- Mobility and customer relationship management
- Pervasive computing technologies
- Critical success factors for mobility diffusion
- Mobile communication security and trust issues
- Mobility in different sectors
- Mobility and cross-cultural issues
- Digital rights management
- Mobile 2.0
- Mobile and blended learning
- Location sensitive services
- Standards, compatibility issues and implications on business
- Electronic and mobile advertisements supported financial models
- Cases in mBusiness and mApplications
- Mobility and the emerging economic and financial models
- Socioeconomic implications on emerging markets
- ICT and social inclusion: bridging the gap with mobile technologies
- Understanding mobile users and socioeconomic contexts
- Business models for delivering mobile services
- Defining customer niches: demographics and lifestyle factors
- Understanding the drivers of innovation in enterprise use of mobile services and applications



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## Conference Proceedings

Conference proceedings will be published in an edited volume with an ISBN/ISSN number.

## Journal Fast Tracking

The best papers from the conference will be invited to be fast-tracked in regular as well as special issues in the following journals:

- 📖 International Journal of E-Services and Mobile Applications (IJESMA)
- 📖 International Journal of Mobile Computing and Multimedia Communications (IJMCMC)
- 📖 Electronic Journal of Information Systems in Developing Countries (EJISDC)
- 📖 International Journal of Mobile Information Systems (IJMIS)

## Conference Committee

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