

CALL FOR PAPERS

Asia Pacific Journal of Information Systems (APJIS)

Special Issue: SOCIAL MEDIA FOR BUSINESS AND SOCIETY

Social media describes the collection of web and mobile-based technologies that mediate human and social communication via social network. It enables individuals, groups and communities to gather, communicate and share information, to collaborate or to play. Social media research has become critical as the role of networks and other digital technologies become an anchor for change in societies as well as business domain. By facilitating access to user-generated contents, social media also has become a democratic, personalized, and do-it-yourself platform of communications as well as practical tools for business. Companies can sense crowd opinion on products on social media and are devising innovative methods to attain insights from user-generated contents for developing their competitive strategy. Furthermore, citizens share opinions and participate in the government policy development by using social media.

The fundamental objective of this special issue is to assimilate the best practices and insights from academic and industry research to support the effective use of social media and to understand how social media impacts individual behavior and organizational/social performance. We expect to identify the key features of social media, unveil psychological and behavioral factors underlying the diffusion and growth of social media, address economic and organizational/societal impacts of social media, and explore different ways to manage user-generated data for effective business/social analyses. The special issue also expects to demonstrate innovative methods of handling data from digital and social media to analyze business/social implications. Topics of interest include, but are not limited to:

- Challenges and opportunities of social media
- Strategic use of social media to improve business/societal performance
- The value of social media to the society
- Social media based commerce
- Cooperation with social media
- Social network analyses
- Social business models
- Social media and collective intelligence
- Social media and learning
- Harness social media data to increase business performance
- Social media data analytics
- Application cases of social media for business/society

ASIA PACIFIC JOURNAL OF INFORMATION SYSTEMS:

Asia Pacific Journal of Information Systems (APJIS) is the premier journal on information systems research in the Asia Pacific regions. The journal seeks to advance knowledge about the effective and efficient utilization of information technology by individuals, groups, organizations, society, and nations for the improvement of economic and social welfare. [<http://apjis.or.kr/index.asp>]

SUBMISSION GUIDELINES:

- The papers should be submitted by email to the guest editor, Hee-Woong Kim (kimhw@yonsei.ac.kr).
- Submissions should follow standard formatting and style guidelines for the *Asia Pacific Journal of Information Systems* (http://apjis.or.kr/html/sub_07.asp)
- Full paper submission due: September 31, 2014

GUEST EDITORS OF THE SPECIAL ISSUE

Hee-Woong Kim, Yonsei University, kimhw@yonsei.ac.kr

Hock Chuan Chan, National University of Singapore, chanhc@comp.nus.edu.sg

Sumeet Gupta, Indian Institute of Management Raipur, sumeetgupta@iimraipur.ac.in