

Preface

The Digital Economy also called the New Economy or the Internet Economy has grown fast in the past decade. Although a precise and universal definition that clarifies the boundaries and the measurement scales of the Digital Economy is lacking, many reports and scientific papers are published in several fields to highlight the role of digital enabling infrastructure over which organizations and people interact, communicate, and create value.

The International Conference on Digital Economy, ICDEc, was founded in 2016 to discuss innovative research and projects related to the supporting role of information system technologies in the digital transformation process, business innovation, and e-commerce.

ICDEc is a unique opportunity for researchers and experts to attend international networking sessions and reinforce collaborations to explore ideas, exchange thoughts, and implement joint research projects related to the use of digital platforms to communicate, collaborate, and transact business.

The third edition of the conference took place at the Brest Business School, France, during May 3–5, 2018. The theme of ICDEc 2018 was “Digital Economy: Emerging Technologies and Business Innovation.” This edition offered a number of sessions discussing digital transformation, cloud education, smart and playable cities, digital marketing, e-banking, e-government, information system technologies, security, and competitive intelligence.

The 41 papers submitted to the ICDEc competitive sessions were reviewed using a double-blind peer-review process. Each paper received between three and six reviews; the average was 4.13 reviews per paper. The rate of acceptance was 36% and only 15 papers were selected with the help of PhD researchers and distinguished professors in the fields of emerging technologies and business innovation. The Program Committee members were from about 40 universities around the world. We express our appreciation for their contribution to the reviewing process.

All participants to ICDEc 2018 were invited to benefit from the insightful keynote speeches, the scientific sessions, as well as the cultural program in the beautiful castle “Chateau de Kerjean” and the social events (the banquet and the gala dinner).

We express our deepest gratitude to the country chairs, the Organizing and Finance Committees, as well as the Scientific and Program Committees for their support in making this conference successful. Special thanks go to the sponsors and scientific partners of the conference, mainly Brest Business School for hosting ICDEc 2018 and the International University of Beirut, BIU, for supporting the organization of this edition.

The intended audience of this book consists of researchers, research students, and practitioners in the fields of information system technologies, digital marketing, e-learning, e-government, e-health, e-banking, and competitive intelligence.

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