

PROPOSAL:

Special issue of International Journal of Digital Content: Technology and its Applications

on

Digital contents management for improving consumers' experience

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In recent years, many studies are focusing on the best practices which make stores more attractive and interesting for consumers. The use of advertising addressed to specific consumers is an important topic of research. Furthermore, a growing interest has been put on the ways producers' and retailers' knowledge is used to add value to customers' experiences. The application of new technologies to the point of sales is a promising and relatively unexplored field of study, in particular when considering the introduction of digital content and technologies allowing consumers to interact with products in new ways. Many e-retailers already exploit the opportunities offered by interactive technologies, such as 3D virtual models, in order to enhance consumers shopping experience. Their use in stores, however, is still limited. The development and use of new shopping assistants for supporting and influencing consumers during their shopping experience plays a key role for both retailers and researchers.

The existing shopping assistant systems are based on shopping trolleys and handled devices. In particular, most of them focus on mobile and ubiquitous computing. Adding digital content to these tools can be a powerful means to influence customers' experience. The aim is to support consumers, through a user-friendly interface, by giving them information related to products, promotions, new arrivals and so on. The main characteristics are the interactivity and the multimodality, in order to achieve an efficient, flexible and meaningful feeling of human-computer interaction.

In this scenario, it becomes very useful to understand how consumers' and products/stores knowledge has to be managed and digitally represented. Besides, it is important to understand how this knowledge will influence customers' experience once converted in digital content.

This special issue solicits papers that contribute to deeply understand the applications of new technologies in retailing and their impact on the design, development and modelling of consumers' and products' knowledge in order to improve consumers' shopping experience and, as consequence, influence their buying behaviour.

Submissions can focus on theoretical and applied research in topics including, but not limited to:

- Content management for ubiquitous computing in retailing
- Consumer-computer interaction related to digital content
- New systems for consumers' profiling
- New interfaces for consumers' personalized communication
- Consumers' input modelling

- Consumers' knowledge representation
- Impact of new technologies on consumers' behaviour in the retail context
- Segmentation and tracking of consumers' buying behaviour
- Transfer of product knowledge to consumers
- Customized digital contents for supporting consumers' decision making

Submissions should be of high standard for an international, archival research journal, and will be reviewed according to the strict standards of the International Journal of Digital Content: Technology and its Applications. Papers should not have been submitted or published elsewhere but could be extended or refined versions of conference papers with significant new, original material. Extended versions or refined versions of conference papers are expected to differ from the conference version by at least 30% across all sections – authors are requested to submit their published conference articles and a summary document explaining the enhancements made in the journal version. The manuscript preparation guidelines can be obtained from the International Journal of Digital Content: Technology and its Applications' web page: <http://www.aicit.org/jdcta>.

The deadline for submitting manuscripts is **January 15**, 2010 and authors will be notified of the decision by **April 15**, 2010. The final manuscripts will be due **June 30**, 2010. Those interested in submitting a paper are invited to send it to vincenzo.corvello@unical.it AND eleonora.pantano@unical.it