



CALL FOR PAPERS

WWW 2017 Internet Monetization & Online Markets Track

We invite contributions to the Internet Monetization & Online Markets Track at the 26th World Wide Web Conference (WWW), to be held April 3-7, 2017 in Perth, Australia (<http://www2017.com.au>).

The Web has transformed many traditional businesses, from shopping to advertising, and has been a platform for new economic activities such as cloud computing, crowdsourcing, and the sharing economy.

The WWW track on Internet Monetization & Online Markets is a forum for theoretical, empirical, and applied research related to the modeling, analysis, and design of web-specific economic activities.

Topics include, but are not limited to:

- Advertising auctions, markets, and exchanges
- User generated content: ratings, reviews, and reputation systems
- Economics of cloud computing
- The sharing economy
- Mobile advertising
- Incentives in gamification
- App ecosystems

Track Chairs:

Contact: economicswww2017@googlegroups.com

- Vanja Josifovski (Pinterest)
- Sergei Vassilvitskii (Google)