



International Academy of E-Business

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Title of Paper: "What does negative e-WOM affect consumer attitude negatively or positively?"

10th Annual Conference, Sir Francis Drake Hotel, San Francisco, April 1- 4, 2010

Dear Colleague(s):

On behalf of the International Academy of E-Business, we would like to thank you first for your enthusiastic support to our academic and professional organization and its various activities. Numerous individuals from across the world have responded to the "Call for Papers & Participation" for the Academy's forthcoming conference. We were extremely pleased to have so many individuals volunteering to present papers and/or panel discussions, and ready to serve as reviewer, session chair, track chair, discussant, and so forth. The response has been overwhelming. Given the degree of interest and enthusiasm, we believe we are again on the path to very educational and rewarding dialogues in electronic business. Like our past conferences, our next conference should be intellectually as stimulating and very beneficial to the participants.

As you can imagine, over the past several weeks many reviewers have been busy with the blind-review process. They have been working hard to evaluate submissions for presentation at the Conference. Even though all the proposals have not been reviewed so far, some submissions have already been reviewed for the Program Committee's deliberation and decision.

It is my great pleasure to inform you that your proposal/paper has been accepted for presentation at the Academy's 2010 conference in San Francisco. Your paper will be scheduled for presentation in one of the sessions on either April 2nd or April 3rd. The exact time and place for your presentation will be indicated in the final program.

Please note that all acceptances are contingent upon the following: At least one of the authors will register and agree to present the paper(s) at the Conference. Those who fail to register will not be included in the final program. Each attending author or individual must register separately.

As you may know, many of the papers presented in the past conferences were published in the Academy's refereed publications, such as the E-Business Review (ISSN 1550-7793) and the Journal of E-Business (ISSN 1542-0846), in their abbreviated and/or long versions. Also, many papers were published in various international journals (e.g. the International Journal of e-Business Strategy Management) and reading books.

Both of the Academy's refereed publications are listed in the Cabell's Directory of Business Periodicals – among many other scholarly indices worldwide. As in the past, we plan to publish some of the 2010 outstanding papers in one of our publications. All papers presented at the Conference are eligible for consideration for publication.

You may be pleased to know that the reviewers have also recommended your paper for publication in the E-Business, Volume X, on a tentative basis. The publication is subject to the conditions that you complete your paper satisfactorily and submit it based on the attached "manuscript" guidelines for the author(s).

For your convenience, I have attached certain other documents, such as Conference Registration and Hotel Reservation Form. If you wish, you can download these documents at <http://www.iaeb.org> and/or <http://www.iaeb.info>. Please fill in the forms as directed and send them in as soon as possible.

In the event you have any questions or concerns, please do not hesitate to contact us through e-mail at adm@iaeb.net. We look forward to seeing you in San Francisco. CONGRATULATIONS!

Sincerely,
Connie Kothari
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Attachments