

10th International Congress on Technologies, Electronic Commerce and Digital Content

Thematic Guidelines

Electronic commerce

- Infrastructures and platforms for e-Commerce, Shopping carts, Marketplaces, M-commerce.
- E-Commerce and technologies. 5G, augmented reality and virtual reality. Data analysis using automated learning, artificial intelligence, voice search, Big Data and its specificities in national scenarios.
- Personalized services, optimization, user experiences, and means of payment, deliveries and subscriptions. Technologies used to provide smart and safe services.
- Business Models.
- Digital marketing.
- Trends.

Digital content

- Technologies, tools and digital content development platforms. Experiences in the use of different digital media.
- The audiovisual phenomenon in the 'new normal.' Creativity and interactivity.
- Experiences in the development of digital content carriers. Trends derived from technological convergence applied to the digital content development environment.
- Technological evolution and the transformation of image and design. Innovating audiovisual services. Development methodologies, standards and regulations.
- Digital design and art. Regulations, standards and tools for digital audio, animation, edition, photography, and video.

- Videogames. The use of 3D images, virtual reality and augmented reality. The optimization and application of automated learning and metaheuristics in the development of videogames.
- Digital content management systems. Information architectures in the structuring of content.

Legal and safety aspects of e-Commerce and digital content.

- Experiences in the protection of digital content through copyright.
- Digital identification. Security in digital content and formats. Digital signature.
- Techniques to protect digital content and formats.
- IT security in e-Commerce, the protection of the communications channel) for the security of the service provider and the customer in e-Commerce. Security in e-Payment mobile applications.

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