Assumption University is pleased to sponsor the Fourth International Conference on eBusiness, taking place at John XXIII International Conference Center and Srisakdi Charmomon IT Center, Assumption University of Thailand, Bangna Campus. The International Journal of the Computer, the Internet and Management (IJCIM) is also delighted to print selected papers from the eBusiness conference as its special issue, “Proceedings of the Fourth International Conference on eBusiness”.

The theme of the Conference, “Digital Lifestyle and the Road Ahead,” is very important and appropriate. It is, indeed, difficult to separate the digital lifestyle from the modern lifestyle in general because computers and other digital devices have so integrated themselves into our everyday private and business activities. Our lives have been so transformed by digital technology that it is hard to imagine that only about twenty years ago personal computers were just being introduced into the mainstream. Cell phones, PDAs, music players and so on were not in existence at all at that time, or were recent innovations. Perhaps never in the history of the world has change been so rapid.

The Conference Organizing Committee has decided to have the conference address issues of the future rather than the past. Not only can we expect innovations to still be made but we are only beginning to understand the implications of those that have already been introduced. Our lives have been transformed in many ways, but some of us still have not yet fully assimilated into the digital era and become the men and women we will be in the near future.

The professionals participating in the Conference have special insight into the digital changes and special responsibilities for making certain that they enhance rather than contract human dignity. In meeting to hear of each other’s research, both in formal presentations and in the informal discussions that are always as important as the official programs in Conferences such as this, these professionals will play a critical role in how we are to live in the future. Because of the importance of these changes, conferences like this are themselves extremely important.

The topics of the papers presented at the Conference and printed in the Proceedings are very varied. Some are about technical matters while others address specific industries. Some are highly specific while others engage in the crucial task of providing the philosophical underpinnings of concepts such as trust in the digital age. We are sure all of these varied papers will be of interest to those who participate in person and hope that those who could not make it to the Conference at Assumption University will find the papers in the Proceedings beneficial to themselves, their organizations, and eventually, the world.

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