

SIGecom FY'06 Annual Report
July 2005 – June 2006
Submitted by: Michael Wellman, SIGecom Chair

SIGecom's two primary activities are its annual conference and its electronic newsletter.

The Sixth ACM Conference on Electronic Commerce (EC-05) was held in June 2005, in Vancouver. The conference attracted 77 attendees, somewhat reduced from last year's event in New York City. In an effort to broaden coverage, we continued our approach of appointing two Program co-Chairs, one from an area of existing strength (Theory/AI, in this instance), and one from an area we seek to increase representation (Systems Security, in this instance). The result was some increase in security and privacy papers, while maintaining the very high quality of our core strength area of mechanism design.

One of the exciting new features of the conference was an associated workshop on Sponsored Search Auctions, organized by David Pennock (Yahoo! Research Labs). This is an extremely hot topic, which fits quite well with the traditional conference themes. Academic interest in sponsored search auctions is relatively new, however, and it is estimated that this one workshop may have doubled or even tripled the number of technical papers published on the topic.

Next year's Program co-Chairs, David Pennock (Yahoo!) and John Chuang (UC Berkeley), will continue to work on broadening the scope of EC, and are also moving to grow the conference through an expanded workshop program. The General Chair, Joan Feigenbaum (Yale), is coordinating the various conference elements. EC-06 will be held in Ann Arbor, Michigan (at the University of Michigan) in June 2006.

Our newsletter, "SIGecom Exchanges", is published three times per year in electronic format, and distributed to members and others. Our current Editor-in-Chief, Amy Greenwald (Brown U), has published four issues so far, with an especially interesting issue on Incentives in Peer-to-Peer Computing in the pipeline.

Our main challenge in the coming years continues to be broadening and expanding the SIG and the Conference. The ACM EC Conference has already established itself as the premier venue for research at the intersection of game theory and computer science, as related to economics and commerce (e.g., auctions and mechanism design). This is clearly the source of excitement at our gatherings, and the focus of the most active SIG constituency. However, the SIG leadership recognizes that this is a relatively narrow slice of the field of E-Commerce, and for the long-term vitality of the SIG we need to cover a broader scope. The 2004 and 2005 conferences reflected some broadening (e.g., many papers in the area of P2P commerce), and we look to make further progress in coming years.

