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From the JIBC Publisher

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Overcoming the Recession

Just repeating *ad nauseam* that the situation is really bad today, and it is the end of the financial world as we know it, leads us all nowhere fast. The new economic paradigm is just around the corner. Unrivaled opportunities will welcome these bold souls who can foresee and actively participate in the creation of innovative solutions.

Inevitably, the foundation of this new financially-viable paradigm will not be built on the protectionist measures. Rather, it will be global in substance, regulation-driven in its structure and multi-polar in geography. Our informal subject cluster, consisting of the editors, authors and readers of the *Journal of Internet Banking and Commerce*, is most likely to emerge at the forefront of the new global vision that will define the innovative financial, banking and ecommerce regional and national agenda.

JIBC fully recognizes the inherent worldwide diversity of the new economic order and would like to proactively and pragmatically contribute to the formulation this new business vision. Undoubtedly, one of the significant new financial and ecommerce poles will be the emerging economies of the Middle East.

Led by our intrepid Chief Editor Prof. Nikhil Agarwal, we have combined the forces with *SIST* (www.sist.ac.ma), a Middle Eastern centre of University of Sunderland in the UK (President Dr. Tariq Obaid), as well as with *Educasphere* (www.educasphere.com), an upbeat Moroccan corporation specializing in conferences, consultancy and student orientation (Director Abdellatif Mazouz).

The resulting ***International Conference on eCommerce and ePayments in Marrakech, Morocco, 24-26 July 2009*** <http://www.icep.educasphere.com/index.php>, which I have a privilege to chair, promises to transpire among the earliest and most significant milestones in redefining the new financial and ecommerce paradigm. Prominent experts Dr. Jean-Michel Sahut, Director of Research Center, Amiens School of Management, France and Prof. Jay Mitra, Associate Director and Head of Entrepreneurship and Innovation Group, Essex Business School, have agreed to join Prof. Agarwal at the Conference Program Committee. For Call for Papers and Panels please see http://www.icep.educasphere.com/userfiles/Call_4_papers_icep09.pdf.

Every ebanking and ecommerce academic and graduate student should consider a presentation – or at least active participation – at this important and quite interesting conference. It looks quite promising both in its high intellectual potential and as a gateway to the Middle Eastern ecommerce/ebanking marketplace. For executives and practitioners, it might also mean an opportunity to turn around their own professional fortunes as well as finding the new ways to prosper for their corporations. The Marrakesh venue is the world renown as a city of immense beauty, friendly charm and vivid activity.

I would also much appreciate it if you can distribute this announcement to all your colleagues and friends that might be interested in participating, as well as to the lists and blogs that you might run or take part at.

Again, I am asking each and every one of you, our readers and subscribers, to email JIBC to at least 3 of your colleagues, friends and discussion groups that you are participating at, and recommend that they also subscribe. Please share information about JIBC articles with the Internet community and suggest to us new ways to promote JIBC among academics and professionals from around the globe.

As well, I am challenging all the current and past authors and editors to email your own articles -- along with the rest of JIBC edition -- to at least 10 of your peers and colleagues in academia, government and industry. Make sure that they are well aware of your articles and the *Journal of Internet Banking and Commerce*. Recommend that they also subscribe to email editions. After all, we send it around just 3-4 times a year.

A special appeal to ecommerce/ebusiness students to pass a word about JIBC to your professors and classmates and, more important, to ask them to supply new articles and tell everybody to subscribe.

Please contact us with the suggestion of how to submit information on JIBC to other leading search engines and academic reference publications. Also, if you notice publications referring to JIBC articles, please let us know.

Let's spread the word!