

Search Summary

Query : (((("International Conference on Electronic Business")) AND ((2014) WN YR))

Type : Expert

Results : 46

Database(s) : Compendex & Inspec

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1. Proceedings of the International Conference on Electronic Business (ICEB)

Accession number: 20160902034584

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Language: English

ISSN: 16830040

Document type: Conference proceeding (CP)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: The proceedings contain 44 papers. The topics discussed include: a shared information-based Petri net model for service parts planning; a visual analytic study of articles in entrepreneurship research; an examination the implicit costs on emerging ICT-driven innovations; analysing knowledge brokering activity on social media: an exploratory study; analysis of mobile services and their impact on economic development; application of SaaS to interactive media marketing in public transportation; benefits of data center virtualization to increase the availability as a central quality of service aspect, using the example of cloud services; building and evaluating museum mobile navigation system with design science research method: a case of national palace museum; complementary IT resources for enabling technological opportunism; evaluate the impact of waiting on service quality and customer satisfaction by Kano model; and high-mobility workers' expectations of mobile business applications.

Abstract type: (Edited Abstract)

Page count: 332

Database: Compendex

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Data Provider: Engineering Village

2. Preface

Accession number: 20160902034539

Authors: Li, Eldon Y. (1)

Author affiliation: (1) Department of Management Information Systems, National Chengchi University, Taiwan

Corresponding author: Li, Eldon Y.

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: i-ii

Language: English

ISSN: 16830040

Document type: Journal article (JA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

3. A visual analytic study of articles in entrepreneurship research

Accession number: 20160902034543

Authors: Yu, Li-Chih (1); Tang, Tzung-I (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 22-26

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: The entrepreneurship research grows continuously in this century; this study utilized the visual analytic method to depict literature characteristics of entrepreneurship research, including publication countries, subject area, most cited references and so on. The analytical data was collected from database of Social Science Citation Index (SSCI) of ISI Web of knowledge. This study provided the several findings to describe the academic trend in entrepreneurship research.

Number of references: 12

Main heading: Electronics industry

Controlled terms: Electronic commerce - Information systems - Information use - Visualization

Uncontrolled terms: Academic trend - Analytic method - Analytical data - Social science citation indices - Visual analytic - Web of knowledge

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

4. Towards a systematic evaluation of web design

Accession number: 20160902034574

Authors: Trifonova, Ivayla (1); Ewe, Chris (1); Schrödl, Holger (1); Jamous, Naoum (1)

Author affiliation: (1) Otto-von-Guericke University of Magdeburg, Germany

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 258-262

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: A good web design is a prerequisite for a successful business nowadays, when the most used way for the people to inform themselves is the Internet. Web design includes the optical composition, the structure and the user guidance of websites. The importance of each website leads to the question if there is a way to measure its usefulness. The aim of this paper is to suggest a methodology for the evaluation of web design. The desired outcome is to have an evaluation that is concentrated on a specific website and its target group.

Number of references: 8

Main heading: Websites

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Web Design

Uncontrolled terms: Evaluation methodologies - Systematic evaluation - Target group - User guidance

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

5. National and organizational culture and mobile banking adoption: An exploratory study of Canada and the UK

Accession number: 20160902034562

Authors: Chen, Wenshin (1); Tomiuk, Daniel (2)

Author affiliation: (1) Newcastle Business School, United Kingdom; (2) University of Quebec in Montreal, Canada

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 181

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Little empirical research effort is devoted to cultural effects on adoption behavior of mobile banking and practically no empirical comparison between the UK and Canada exists. Our study thus intends to gain an in-depth understanding of how cultural differences affect mobile banking adoption and in turn help various stakeholders to strategize their business positions in cross-national or cross-continental contexts. Fruitful research opportunities derived from these complex, cultural environments can thus be expected.

Main heading: Electronics industry

Controlled terms: Banking - Cell culture - Economic and social effects - Electronic commerce - Information systems - Information use

Uncontrolled terms: Canada - Cultural environment - Empirical - comparisons - Exploratory studies - In-depth understanding - Mobile bankings - Organizational cultures - Research opportunities

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

6. Knowledge adoption in virtual community: Exploring the moderating effect of learning orientation

Accession number: 20160902034559

Authors: Chou, Chien-Hsiang (1); Tang, Tzung-I (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 165-168

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This study aims to investigate the evaluation determinants of online knowledge adoption. Knowledge transfer in online context has been debated by many researchers but mainly addressed the knowledge sharing aspect. Knowledge recipient, however, is also a critical role in knowledge transfer. Thus, dual process theory is rooted as the theoretical foundation to investigate the persuasiveness of knowledge from virtual communities. A theoretical model of knowledge adoption suggests argument quality and source credibility would be moderated by the knowledge seekers' learning orientation. The results of this study will be helpful to understanding the individuals how to evaluate and learn online knowledge. Furthermore, the moderator's effect of the learning orientation may indicate how the personal learning characteristic affects the online learning behavior.

Number of references: 12

Main heading: Websites

Controlled terms: E-learning - Electronic commerce - Electronics industry - Information systems - Information use - Knowledge management - Social networking (online)

Uncontrolled terms: Argument qualities - Knowledge adoptions - Learning orientation - Source credibilities - Virtual community

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

7. 'Chang': A new competitive thinking framework from the viewpoint of management information systems

Accession number: 20160902034550

Authors: Chao, Daniel Yuh (1); Yu, Tsung Hsien (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 83-87

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Because of rapidly information technological innovation, to investigate competitive advantage we need to build institutions overall view that link all competitive elements from inside to outside, and from now to future. As the phenomenon that competition is a stochastic process, by defining "Chang" (a transliteration of Chinese word) "a set of space intersection time, which exists influence", here we construct a new competitive thinking framework and expound that why and how "Chang" is a good way that can connect Strategy, Management and customer value in the overall view of institutions to enable competitive advantage business.

Number of references: 18

Main heading: Information management

Controlled terms: Competition - Electronic commerce - Electronics industry - Information use - Management - Random processes - Stochastic systems

Uncontrolled terms: Chang - Customer values - Influence - Service - Strategy

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 911.2 Industrial Economics

Industrial Economics

- 912.2 Management
Management
- 922.1 Probability Theory
Probability Theory
- 961 Systems Science
Systems Science

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

8. Turning isomorphic IT innovations into unique capabilities

Accession number: 20160902034576

Authors: Cheung, Waiman (1); Leung, Jerrel (2)

Author affiliation: (1) Department of Decision Sciences and Managerial Economics, Hong Kong; (2) Chinese University of Hong Kong, Hong Kong

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 270-275

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Firms often innovate with IT due to institutional pressures, which can lead into rash decisions and drive firms to innovate IT similarly, e.g. mimicking the industry leaders. This drives firms to look alike and turn homogeneous. However, recent observations show that firms can actually become heterogeneous while innovating with IT under institutional pressures. We argue that firms can learn from the IT innovation process and they can turn these learnings into better use of the technology, which can ultimately lead to heterogeneous capabilities. Thus in other words we argue that firms can revive disappointing IT innovations due to institutional pressure and turn them into competitive advantages. This study uses case studies to further explore this nascent phenomenon.

Number of references: 29

Main heading: Electronics industry

Controlled terms: Competition - Electronic commerce - Information systems - Information use - Radio frequency identification (RFID)

Uncontrolled terms: Capabilities - Case-studies - Competitive advantage - Institutional pressures - Institutional theory - IT innovation - Resource-based view

Classification code: 716.3 Radio Systems and Equipment

Radio Systems and Equipment

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 911.2 Industrial Economics

Industrial Economics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

9. Understanding service provision and online repurchase intention in online auction contexts

Accession number: 20160902034578

Authors: Hsu, Yu-Wei (1); Gardner, Lesley (1); Srinivasan, Ananth Asuri (1)

Author affiliation: (1) University of Auckland, New Zealand

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 280-289

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This study investigates how service provision can help to establish business value and further develop customer loyalty on auction websites. With respect to the increasing importance for long-term success of auction websites, this study also examines the moderating effect of webpage design in retaining customers by comparing different types of auction websites (i.e., customised vs. unified webpage design). The findings suggest that the service provision around purchasing does not have a direct impact on buyers' repurchase intention. However, service provision contributes to the development of business value and customer loyalty, and this in turn motivates buyers' intention to repurchase from the same online seller on auction websites.

Number of references: 36

Main heading: Websites

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Internet service providers - Sales

Uncontrolled terms: Business value - Customer loyalty - Direct impact - Moderating effect - Online auctions - Online sellers - Repurchase intention - Service provisions

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

10. Research on trust transfer of heterogeneous information sharing based on infomediary

Accession number: 20160902034565

Authors: Song, Mei (1)

Author affiliation: (1) Credit Reference Centre, Financial Research Institute, People's Bank of China, China

Corresponding author: Song, Mei

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 203-210

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: On the condition of G2B(Government to Business) inter-organizational information sharing, vertical information asymmetry takes up dominant position, especially the credit information asymmetry between banks and government departments. As infomediary between them in the case, credit reporting system is constructed to collect and process government information in China. This research discussed the trust transfer of heterogeneous information within credit reporting system using the method of the multiple mediation path analysis. The result shows trust on information source can transfer to the perceived information quality within credit infomediary directly, and its trust can also be transferred by mediators of relevance, completeness, timeliness and accuracy indirectly. This research will play an active role in academic contribution of inter-organizational heterogeneous information sharing.

Number of references: 27

Main heading: Information dissemination

Controlled terms: Electronic commerce - Electronics industry - Information analysis - Information systems - Information use - Regression analysis

Uncontrolled terms: Government departments - Government information - Government to business - Heterogeneous information - Infomediary - Information asymmetry - Inter-organizational - Trust transfer

Classification code: 723.5 Computer Applications

Computer Applications

- 903 Information Science

Information Science

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

11. Investigating online service alliance in a signaling game

Accession number: 20160902034558

Authors: Chang, Wei-Lun (1); Li, Cheng-Bin (1); Wu, Ya-Ling (1)

Author affiliation: (1) Tamkang University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 162-164

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This research uses the concept of service blueprinting to separate the online platform into several individual services. This research uses signaling game theory to investigate if service providers should cooperate with Yahoo according to information asymmetry. By using the concept of game theory, service providers can judge the decision of cooperation. This research uses signaling game theory to investigate the interaction of online service providers and decide if the cooperation is the best strategy. In particular, the payoffs under cooperation will be further evaluated by Shapley value. Shapley value is used to measure the fairness of profit after cooperation.

Number of references: 4

Main heading: Game theory

Controlled terms: Decision theory - Electronic commerce - Electronics industry - Information systems - Information use - Internet service providers - Signaling

Uncontrolled terms: Alliance - Individual service - Information asymmetry - Online platforms - Service - Service provider - Shapley value - Signaling game

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 922.1 Probability Theory

Probability Theory

- 961 Systems Science

Systems Science

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

12. Generating return visitor website traffic

Accession number: 20160902034555

Authors: Cassidy, Leonie J. (1); Hamilton, John R. (1); Tee, Singwhat (1)

Author affiliation: (1) James Cook University, Cairns, Australia

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 126-133

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Revisit traffic into a website arises when the consumer is in pursuit of website offerings that are sufficiently in line with their motivations and/or with their desired outcomes. This one hundred week study upgrades and changes a business website over time. In six stages, the website is changed from static to interactive environments. At each website change the levels of functionality, interactivity and/or external post are altered to determine their effect on website traffic. Findings offered herein suggest a website's consumer targeting should be monitored from multi-perspectives.

Number of references: 61

Main heading: Websites

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use

Uncontrolled terms: Aesthetics - External posts - Functionality - Interactivity - Website traffics

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 912 Industrial Engineering and Management

Industrial Engineering and Management

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

13. Factors determining impulsive buying behavior in social commerce

Accession number: 20160902034554

Authors: Gatautis, Rimantas (1); Medziausiene, Audrone (1); Pozingyte, Viktorija (1)

Author affiliation: (1) Kaunas University of Technology, Lithuania

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 119-125

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: The development of social media and electronic commerce led to new phenomena called social commerce. Companies deploying social commerce expects consumers quickly react to their propositions and usually consumer have use social media based websites for entertainment, but not for shopping. In this context such buying behavior tends to be impulsive buying behavior which is not widely analyzed in literature. In this paper we provide overview of impulsive buying behavior online and proposed model of factors affecting impulsive buying behavior in social commerce websites. The proposed model is validated in Lithuania market.

Number of references: 29

Main heading: Consumer behavior

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Social networking (online) - Websites

Uncontrolled terms: Buying behavior - Factors effecting behavior - Impulsive buying - Lithuania - Social commerces - Social media

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

14. Psychological and socio-psychological factors in behavioral simulation of human crowds

Accession number: 20160902034564

Authors: Sinclair, Jacob (1); Lui, Carrie Siu Man (1)

Author affiliation: (1) James Cook University, Australia

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 191-202

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This paper aims to synthesis existing research efforts to provide an integrated view of behavioral model designs and relevant theoretical frameworks of heterogeneous agents for crowd simulations. Most existing studies considered only limited parameters by including a few selected personalities traits, emotion, and group characteristics for specific scenarios and applications. Most often, these factors are implemented with limited reference to theoretical psychology and cognitive models. This study attempts to synthesis existing research effort and outlines opportunities, challenges, and promising areas for future research for integrating psychological and socio-psychological factors in crowd behavior simulations.

Number of references: 32

Main heading: Behavioral research

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use

Uncontrolled terms: Behavioral simulation - Crowd Simulation - Cultural - Emotion - Heterogeneous agents - Personality - Psychological factors - Theoretical framework

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

15. Social impact and consumer purchase intention in social commerce

Accession number: 20160902034568

Authors: Cheng, Jao-Hong (1); Chen, Shu-Wei (2)

Author affiliation: (1) National Yunlin University of Science and Technology, Taiwan; (2) Asia Pacific Institute of Creativity, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 220-223

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This research explores how social factors affecting consumer purchase intention in social commerce. It is generally agreed that social impact can influence consumer buying behavior. This paper presents a research model comprises four research hypotheses with four constructs, including informational social influence, conflict, competence, and purchase intention. The results of the empirical study suggest that informational social influence is critical in ensuring competence and conflict is the major factor contributing to purchase intention. The findings of the study provide useful insights into how online merchants can reinforce customer engagement behavior and so as to improve consumer competence and in turn foster purchase intention in social commerce.

Number of references: 26

Main heading: Economic and social effects

Controlled terms: Consumer behavior - Electronic commerce - Electronics industry - Information systems - Information use - Purchasing - Sales

Uncontrolled terms: Competence - Conflict - Informational social influences - Purchase intention - Self-determination - Social impact

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

16. Virtual learning communities, continuous training and electronic health records

Accession number: 20160902034580

Authors: Shipps, Belinda (1); Chen, Wenshin (2)

Author affiliation: (1) North Carolina A and T University, United States; (2) Newcastle Business School, United Kingdom

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 299

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This research seeks to address the challenge of inadequate training for EHR users. We explore continuous healthcare training and development in the use of EHRs for collection, processing, analyzing, reuse and collaboration of EHRs. We present a theory-based conceptual model of virtual learning and discuss factors that are important considerations in developing a virtual learning community to support and sustain EHR systems and their educational challenges.

Main heading: E-learning

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Social networking (online)

Uncontrolled terms: Conceptual model - Educational challenge - EHR systems - Electronic health record - Training and development - Virtual learning - Virtual Learning Community

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

17. Customer behavior survey for Cultural and Creative Park in Taiwan

Accession number: 20160902034551

Authors: Yang, Chao-Lung (1); Lin, Cheng Jhe (1); Wu, Chih-En (1); Deng, Guang-Feng (2); Hung, Yu-Shiang (2); Ho, Wei-Kuang (2)

Author affiliation: (1) National Taiwan University of Science and Technology, Taiwan; (2) Innovative DigiTech-Enabled Applications and Services Institute, Institute for Information Industry, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 89-95

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Cultural and Creative Park is a recreational campus which usually consists of exhibition, gallery, show room, movie theater, and multi-function facilities to provide the cultural activities. Besides, in the Cultural and Creative Park, restaurants, coffee shops, bookstores, gift shops, and other business units are nearby. How to improve the customer experience in the Cultural and Creative Park is an important research question for the managerial division to promote culture industries. In this research, the questionnaires were developed and performed in one of creative park in Taipei, Taiwan to study customer behavior. This paper addresses the survey result and the insights revealed from the survey.

Number of references: 12

Main heading: Consumer behavior

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Sales - Surveys

Uncontrolled terms: Business units - Coffee shops - Creative parks - Customer behavior - Customer experience - Multi-functions - Research questions - Survey

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

18. Segmenting Taipei's real estate data - A cluster analysis

Accession number: 20160902034566

Authors: Chen, Sheng-Chi (1); Liu, Chien-Hung (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 211-215

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Data mining has been widely used for knowledge discovery from large amount of data. In this paper, clustering analysis is applied to Taiwan government open data platform (DATA.GOV.TW), segmenting the real estate data so as to understand the real estate market structure in Taiwan. This paper use design science research methodology (DSRM) as research method. The result provides valuable insights into market structures in Taipei City that has limited addressed in past research and contributes to real estate agencies and practitioners an insight-seeking approach that they can follow to generate values from data.

Number of references: 12

Main heading: Data mining

Controlled terms: Cluster analysis - Design - Electronic commerce - Electronics industry - Information systems - Information use - Open Data

Uncontrolled terms: Clustering analysis - Design-science researches - Market structures - Real estate - Real estate data - Real estate market - Real-estate agencies - research methods

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

19. Towards an adaptive OS noise mitigation technique for microbenchmarking on apple ipad devices

Accession number: 20160902034575

Authors: Rehn, Adam (1); Hamilton, John (1); Holdsworth, Jason (1)

Author affiliation: (1) James Cook University, Cairns, Australia

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 263-269

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This study investigates levels of Operating System (OS) noise on Apple iPad mobile devices. OS noise causes variations in application performance that interfere with microbenchmark results. OS noise manifests in collected data through extreme outliers and variations in skewness. Using our collected data, we develop an iterative, semi-automated outlier removal process for Apple iPad OS noise profiles. The profiles generated by outlier removal represent the first step toward an adaptive noise mitigation technique, which presents opportunities for use in microbenchmarking across other mobile platforms.

Number of references: 28

Main heading: Electronics industry

Controlled terms: Benchmarking - Electronic commerce - Hand held computers - Information systems - Information use - Iterative methods - Jitter - Statistics

Uncontrolled terms: Adaptive noise - Application performance - Micro-benchmark - Micro-benchmarking - Mobile platform - Noise mitigation - Operating system noise - Outlier removals

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 921.6 Numerical Methods

Numerical Methods

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

20. A scenario analysis of wearable interface technology foresight

Accession number: 20160902034541

Authors: Weng, Wei-Hsiu (1); Lin, Woo-Tsong (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 8-15

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Although the importance and value of wearable interface have gradually being realized, wearable interface related technologies and the priority of adopting these technologies have so far not been clearly recognized. To fill this gap, this paper focuses on the technology planning strategy of organizations that have an interest in developing or adopting wearable interface related technologies. Based on the scenario analysis approach, a technology planning strategy is proposed. In this analysis, thirty wearable interface technologies are classified into six categories, and the importance and risk factors of these categories are then evaluated under two possible scenarios. The main research findings include the discovery that most brain based wearable interface technologies are rated high to medium importance and high risk in all scenarios, and that scenario changes will have less impact on voice based as well as gesture based wearable interface technologies. These results provide a reference for organizations and vendors interested in adopting or developing wearable interface technologies.

Number of references: 32

Main heading: Wearable technology

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Risk assessment - Risk perception

Uncontrolled terms: Risk factors - Scenario analysis - Scenario analysis approach - Strategy - Technology foresight - Technology planning - Wearable interfaces

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

21. Interpersonal information platform reinforces the significant nature of structure cost in latent terrorist activities - A trial of the biggest im & web portal from China

Accession number: 20160902034557

Authors: Zhuang, Weiqing (1); Liu, Zhenyu (2); Huang, Guangyang (1)

Author affiliation: (1) Fujian University of Technology, China; (2) Xiamen University, China

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 150-161

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This paper empirically examines a state to emerge objectively a "structure" characteristic in communicating with each latent terrorist on an Interpersonal Information Platform (IIP), and examines what factors lead to the "structure" characteristic intensified, drawing on two tests that guides the phenomenon of "structure" characteristic in disseminating and sharing of terrorism information through IIP of QQ group and NETEASE web portal from China. The interesting research results are informed of the administering authority could optimize the structure cost and value of posting to adjust the structure characteristic and behavior of posting in order to keep within limits in latent terrorist activities.

Number of references: 20

Main heading: Portals

Controlled terms: Electronic commerce - Electronics industry - Information dissemination - Information systems - Information use - Terrorism

Uncontrolled terms: Information platform - Research results - Structure characteristic - Terrorist activities

Classification code: 723.5 Computer Applications

Computer Applications

- 903.2 Information Dissemination

Information Dissemination

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

22. Service quality and queue

Accession number: 20160902034567

Authors: Liang, Chih-Chin (1); Lu, Ying-Syuan (1)

Author affiliation: (1) National Formosa University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 216-219

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: While active buyers can bring a firm stable income, their perceptions of service quality can help the firm improve its service. This investigation identifies five factors that influence service quality for queuing customers. This investigation also identifies the causality relationships among five factors that influence service quality. Tangibility and responsiveness should be foci for a service company hoping to change customer perceptions to service quality. Tangibility directly enhances responsiveness and assurance. Tangibility indirectly enhances reliability and empathy. Moreover, responsiveness enhances assurance and empathy. Responsiveness directly enhances reliability. Through enhancing responsiveness and tangibility, customers should develop good feelings regarding service quality.

Number of references: 33

Main heading: Service industry

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Quality of service - Sales

Uncontrolled terms: Customer perceptions - ITS Services - Service companies - Service Quality - Waiting lines

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

23. Opportunities and challenges for real money Trading in virtual world

Accession number: 20160902034563

Authors: Nazir, Mohamed (1); Lui, Carrie Siu Man (1)

Author affiliation: (1) James Cook University, Australia

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 182-188

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: The consumption of virtual goods in social virtual world is a multibillion-dollar industry. People are willing to pay real money for many different virtual goods and services, including virtual homes and virtual land. With the rapid growth of Real Money Trading (RMT) in social virtual world, it is important to understand the opportunities and challenges faced by both the consumers and the sellers within the RMT virtual world economy. By presenting some selected key events of RMT of two different types of virtual world environment, we highlight the opportunities and challenges emerging from RMT.

Number of references: 15

Main heading: Virtual reality

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Social networking (online)

Uncontrolled terms: Entropia universe - Money transactions - Second Life - Virtual goods - Virtual properties - Virtual worlds

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

24. A shared information-based Petri Net model for service parts planning

Accession number: 20160902034542

Authors: Lin, Woo-Tsong (1); Chen, Ta-Yu (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 16-21

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: A considerable amount of electronic products are returned after sales, especially in such an economic downturn situation. After repair and refurbishment, the used products can be returned into the markets which fulfill

the forward supply chains into a close loop. In this paper, we consider the service parts planning in the beginning of product rolling plan together with the sales through quantities to minimize the inventory level in the period of product lifecycle. A Petri Net is used to model a simple closed-loop supply chain with shared sales information. PUSH and PULL inventory policies are used in this research. Finally, it is investigated how a third party service provider uses this mechanism to improve the accuracy of inventory planning.

Number of references: 38

Main heading: Life cycle

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Petri nets - Sales - Supply chains

Uncontrolled terms: Closed-loop supply chain - Electronic product - Inventory planning - Inventory policies - Reverse supply chains - Service parts - Shared information - Third-party service providers

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

25. The effect of interactivity on SNS users' loyalty: Flow and presence as mediators

Accession number: 20160902034571

Authors: Dai, Bao (1); Liu, Yezheng (1)

Author affiliation: (1) Hefei University of Technology, China

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 233-239

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: According to the stimulus-organism-response (S-O-R) paradigm, this study aims to understand how interactivity affects SNS users' loyalty through user experience of presence and flow. Data collected from 242 respondents was analyzed with structural equation modeling (SEM). The results show that machine interactivity affects telepresence and flow, person interactivity affects social presence and flow, social presence affects flow and flow further affects SNS users' loyalty. In addition, telepresence has a significant effect on social presence.

Number of references: 40

Main heading: Economic and social effects

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Social networking (online) - User experience - Visual communication

Uncontrolled terms: Flow experience - Interactivity - Social networking sites - Social presence - Telepresence - User loyalty

Classification code: 717.1 Optical Communication Systems

Optical Communication Systems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

Funding Details: Number: 71371062, Acronym: -, Sponsor: -;

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

26. Two-stage model for exchange rate forecasting by emd and random forest

Accession number: 20160902034577

Authors: Lin, Han-Chou (1); Yang, Heng-Li (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 276-279

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This study applied random forest (RF) and empirical mode decomposition (EMD) techniques to exchange rate forecasting. The aim of this study is to examine the feasibility of the proposed EMD-RF model in exchange rate forecasting. For this purpose, the original exchange rate series were first decomposed into a finite, and often small, number of intrinsic mode functions (IMFs) and one residual component. Then, a random forest model is constructed to forecast these IMFs and residual value individually, and then all these forecasted values are aggregated to produce the final forecasted value for exchange rates. The daily USD/NTD, USD/JPY, USD/HKD and USD/AUD exchange rates were employed as the data set. The experimental results are that MAPE for the four data sets are, respectively, 0.278%, 1.143%, 0.153% and 5.944%, which shows good performance according to the 10% threshold suggested by Lewis.

Number of references: 13

Main heading: Forecasting

Controlled terms: Decision trees - Electronic commerce - Electronics industry - Finance - Information systems - Information use - Mathematical transformations - Random forests - Signal processing

Uncontrolled terms: Empirical Mode Decomposition - Exchange rate forecasting - Hilbert Huang transforms - Intrinsic Mode functions - Random forest modeling - Residual components - Residual value - Two stage model

Classification code: 716.1 Information Theory and Signal Processing

Information Theory and Signal Processing

- 723.5 Computer Applications
Computer Applications
- 903.3 Information Retrieval and Use
Information Retrieval and Use
- 921.3 Mathematical Transformations
Mathematical Transformations
- 961 Systems Science
Systems Science
Numerical data indexing: Percentage 1.00e+01%, Percentage 1.14e+00%, Percentage 1.53e-01%, Percentage 2.78e-01%, Percentage 5.94e+00%
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

27. Does product type affect electronic word-of-mouth richness effectiveness? Influences of message valence and consumer knowledge

Accession number: 20160902034552
Authors: Liao, Shuling (1); Lee, Crystal Tzu-Ying (2); Lin, Tzu-Han (1); Lin, Meng-Chen (1)
Author affiliation: (1) Yuan Ze University, Taiwan; (2) National Cheng-chi University, Taiwan
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Volume: 2014-January
Part number: 1of1
Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014
Issue date: 2014
Publication year: 2014
Pages: 96-106
Language: English
ISSN: 16830040
Document type: Conference article (CA)
Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014
Conference date: December 8, 2014 - December 12, 2014
Conference location: Taipei, Taiwan
Conference code: 118796
Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development
Publisher: CEUR-WS
Abstract: Drawing on the information richness theory, this study attempts to address how valence of electronic word-of-mouth (eWOM), product type and consumer knowledge will yield different levels of eWOM richness. The results based on an experimental study suggest that negative eWOM has a stronger effect in producing eWOM information richness than does positive eWOM, and such effect is more pronounced for a leisure farm tour (experience goods) than for digital camera (search goods). The tendency that negative eWOM will provide richer information for the leisure farm tour is more evident for high-knowledge consumers than for low-knowledge consumers. The study's results caution against the aggravated harm of negative eWOM incurred from the dissatisfactory experience of a leisure farm tour.
Number of references: 83
Main heading: Electronics industry
Controlled terms: Electronic commerce - Information systems - Information use - Leisure
Uncontrolled terms: Consumer knowledge - Electronic word of mouths - Electronic word of mouths (eWOM) - eWOM - Experience goods - Information richness - Product types - Tour experience
Classification code: 723.5 Computer Applications
Computer Applications
- 903.3 Information Retrieval and Use
Information Retrieval and Use
Compendex references: YES

Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

28. The perceptions of adopters and non-adopters of cloud computing: Application of technology-organization-environment framework

Accession number: 20160902034573

Authors: Al-Jabri, Ibrahim M. (1)

Author affiliation: (1) King Fahd University of Petroleum and Minerals, Saudi Arabia

Corresponding author: Al-Jabri, Ibrahim M.(imjabri@kfupm.edu.sa)

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 250-257

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: The purpose of this research is to explore the differences between cloud computing adopters and non-adopters. This study used technology-organization-environment (TOE) framework to investigate the perceptions of IT staff towards cloud computing adoption. The specific factors in the TOE framework are relative advantage, complexity, compatibility, top management support, organizational readiness, competitive pressure, and business partner pressure. An online-based survey was employed to collect data from IT managers, IT consultants, and IT professionals working at Saudi organizations. The findings revealed that adopters have higher perceptions to cloud computing than the non-adopters, except for complexity. The findings offer organizations and cloud computing service providers with better understanding of factors to be considered when making decisions about the adoption of cloud computing. The findings would also help organizations to consider their information technologies investments when implementing cloud computing.

Number of references: 26

Main heading: Cloud computing

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use

Uncontrolled terms: Business partners - Cloud computing services - Competitive pressure - Organizational readiness - Technology organization environments - Technology adoption - Technology-organization-environment frameworks - Top management support

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

29. An industry policy toward cloud service brokerage

Accession number: 20160902034544

Authors: Chen, Sheng-Chi (1); Shang, Shari S.C. (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 29-33

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: The development of the cloud computing industry re-shapes the global IT industry. Cloud computing technology and its service applications are taking off around the world. The governments around the world have gradually adopting cloud computing as the new way of public services provision, while industry partners have lack of confidence on adopting cloud-based solutions. The primary research question is how the national cloud computing strategy leads to design a mechanism to bridge providers and users in a flourishing industry. By using the action research method, this study proposes a cloud service brokerage mechanism as an intermediary of cloud service delivery. The contribution will present firms or policy makers an industry policy guideline for drawing up the cloud computing development strategy, which will shed light for future researches on cultivating an industry development scheme.

Number of references: 20

Main heading: Service industry

Controlled terms: Bridges - Cloud computing - Electronic commerce - Electronics industry - Information systems - Information use

Uncontrolled terms: Action research - Cloud computing technologies - Cloud migrations - Cloud services - Development strategies - Industry development - Lack of confidences - Research questions

Classification code: 401.1 Bridges

Bridges

- 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

30. Approximate Analytics for the cloud

Accession number: 20160902034547

Authors: De Rougemont, Michel (1)

Author affiliation: (1) University Paris II and Liafa-Cnrs, France

Corresponding author: De Rougemont, Michel(m.derougemont@gmail.com)

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 55-58

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: We model the cloud as a network of servers holding large XML trees, where the communication costs between servers are high and the local computations costs are low. We propose a general method, StatsReduce, which combines some statistical information of the data on each server and construct a global statistics for the combination of the trees. We show how to use this global statistics to approximately answer Analytics queries on the global data, in the case of a composition of trees. The value of new services on the cloud is dependent on the efficient estimation of Analytics queries with methods such as StatsReduce.

Number of references: 4

Main heading: Trees (mathematics)

Controlled terms: Clouds - Electronic commerce - Electronics industry - Forestry - Information systems - Information use - Query processing

Uncontrolled terms: Analytics - Approximation - Communication cost - Efficient estimation - General method - Global statistics - Local computation - Statistical information

Classification code: 443 Meteorology

Meteorology

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

31. Analysing knowledge brokering activity on social media: An exploratory study

Accession number: 20160902034545

Authors: Lau, Sim Kim (1)

Author affiliation: (1) University of Wollongong, Australia

Corresponding author: Lau, Sim Kim(simlau@uow.edu.au)

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 34-40

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Social media is changing health care interaction between individuals and health care community. Little research has been conducted on knowledge brokering activity that helps patients in their health care management. This paper presents an exploratory study which aims to examine a conceptual model to analyse knowledge brokering activity conducted on social media platform. Preliminary investigation based on a case study is used to illustrate the application of a conceptual model derived from a framework of seven building blocks of functionality and knowledge brokering functions. The case study result shows that the knowledge brokering function is of knowledge management in nature consisting of identity, conversation, sharing, relationships and reputation functionalities. The use of functionality framework serves as a basis to better understand how social media activities can be facilitated to achieve a higher level of knowledge brokering activity. Future research is proposed to analyse the proposed conceptual model in a larger scale in terms of sample size and to develop guidelines and strategies for effective deployment of knowledge brokering activities on the social media platform.

Number of references: 37

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry - Health care - Information systems - Information use - Knowledge management

Uncontrolled terms: Building blockes - Conceptual model - Exploratory studies - Health-care managements - Knowledge brokering - Knowledge transfer - Social media - Social media platforms

Classification code: 461.7 Health Care
Health Care

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

32. Modeling patient empowerment in healthcare organization through cloud computing

Accession number: 20160902034561

Authors: Anshari, Muhammad (1); Alas, Yabit (1)

Author affiliation: (1) Universiti Brunei Darussalam, Brunei

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 173-180

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Healthcare organization may not necessarily invest in IT infrastructure to serving the need for e-health system by considering rent the system and resources to keep them focus in their core of business (healthcare services). Cloud computing in healthcare service can provide flexibility in term of resources adoption and quick implementation. However, adopting cloud computing for the purpose of patient empowerment is challenging task for healthcare organization. Patients are empowered in the sense of controlling the process of interaction(s) with a healthcare organization and among patients themselves. In addition, empowerment through cloud computing enables patients to have greater role in the process of participation in managing personal healthcare, sharing healthcare issues with the authorized healthcare staffs, and engaging a mobile health that emphasises on healthcare service anywhere and anytime. This paper proposes a model of patient empowerment in e-health systems through cloud computing to enhance existing theory of empowerment in healthcare business processes. A survey has also been conducted to verify and improve the initial model and to understand the responses of patients regarding empowerment in the e-health services.

Number of references: 38

Main heading: Health care

Controlled terms: Cloud computing - Computation theory - Electronic commerce - Electronics industry - Information systems - Information use

Uncontrolled terms: CRM 2.0 - Empowerment - Healthcare business process - Healthcare organizations - Healthcare services - IT infrastructures - Patient empowerments - Personal health care

Classification code: 461.7 Health Care

Health Care

- 721.1 Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory
Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

- 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

33. Testing the antecedents of well-being and its effects on loyalty: A comparison between Taiwan and Sweden college students

Accession number: 20160902034570

Authors: Wu, Ya-Ling (1); Hsieh, Hsin-Hua (1)

Author affiliation: (1) Tamkang University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 228-232

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Cross-cultural well-being is more critical to a social network service (SNS) development, since this kind of services need to help their users to builds social skills throughout the world. The purpose of this study is to investigate the antecedents of well-being and its effects on loyalty cross-culture differences between Sweden and Taiwan students on SNS. In the model, the well-being is divided into two formative second-order constructs: personal well-being and social well-being. personal well-being is driven by self-acceptance, autonomy, purpose in life, and personal growth, and social well-being is driven by positive relations with others and environmental mastery. A cross-cultural survey will be conducted to valid data from Sweden and Taiwan. The insights from this study will be expected to benefit social sellers in implementing more effective marketing strategies to foster brand loyalty.

Number of references: 65

Main heading: Social networking (online)

Controlled terms: Consumer behavior - Electronic commerce - Electronics industry - Information systems - Information use - Students - Well testing

Uncontrolled terms: Interactivity - Loyalty - Social network services - Social well-being - Well being

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

34. Modeling online to offline e-business user experience

Accession number: 20160902034560

Authors: Chen, Juo-Wei (1); Cheng, Lai-Yu (1); Lin, Cheng-Jhe (1); Chiu, Jing-Ming (2); Yuan, Hui-Ling (2); Lin, Chiu-Siang Joe (1)

Author affiliation: (1) National Taiwan University of Science and Technology, Taiwan; (2) Institute for Information Industry, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 169-172

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Complex business patterns from providers and diverse needs of customers in E-commerce necessitate constant and rapid modifications of services for new business models. The online-to-offline (O2O) business model is one of newly developed models where smartphones, tablets, e-readers and digital signages provide mobility and

entertainment that ordinary people have never experienced before. Business opportunities are brought forth by O2O from cyberspace into daily reality. User experience (UX) evaluation is thus getting more and more important for user-centered design. In the literature, UX evaluation methodologies were designed for usability and satisfaction of computers or consumer electronics. Their results, however, did not necessarily help design O2O smart business services in that UX constructs in O2O should differ from that in using computers or consumer electronics. Important constructs of UX in O2O such as usability, utility, adoptability and desirability should be considered in the design of service flows and activities. The current study proposed important UX constructs for assessing O2O design by analyzing O2O users. A rapid evaluation method for UX in O2O can be developed based on the constructs.

Number of references: 4

Main heading: User experience

Controlled terms: Electronic commerce - Electronics industry - Entertainment industry - Information systems - Information use - User centered design

Uncontrolled terms: Business modeling - Business opportunities - Business service - Evaluation methodologies - New business models - Ordinary people - Rapid evaluation method - User experiences (ux)

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

35. E-service quality model of b2c online shopping platform based on user's perspective

Accession number: 20160902034553

Authors: Lifang, Peng (1); Sumin, Lin (1); Hong, Zhan (1); Shuyi, Liang (1); Qingxia, Li (1)

Author affiliation: (1) Xiamen University, China

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 109-117

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: In recent year, B2C has gradually become the main driving force of the network shopping market development, many B2C online shopping platform weakens the differences in product and price, which intensify the competition on e-service quality among B2C online shopping platform. Therefore, this paper discusses the composition of electronic service quality model of B2C online shopping platform from the user's perspective, combining with the analysis of literature and the trading process. And the e-service quality model, which has carried on the empirical test, determined the evaluation index of e-service quality evaluation for B2C e-commerce platform. The results of this study show that e-service quality evaluation model of B2C online shopping platform is composed of seven dimensions and twenty-nine measurement items.

Number of references: 38

Main heading: Quality control

Controlled terms: Electronic commerce - Electronics industry - Information systems - Information use - Quality assurance - Quality of service

Uncontrolled terms: Driving forces - E-service quality - Electronic service qualities - Evaluation index - Evaluation modeling - Market development - Measurement items - Online shopping

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 913.3 Quality Assurance and Control

Quality Assurance and Control

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

36. Taking shopping advice from virtual communities

Accession number: 20160902034569

Authors: Chou, Chien-Hsiang (1); Tang, Tzung-I (1)

Author affiliation: (1) National Chengchi University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 224-227

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: As the proliferation of Internet, people getting used to search information online, consumers who need decision support for purchase also looking for advice through Internet, or ask for advice within virtual communities. In order to understanding the advice taking behavior provided by community members, this study tries to identify the antecedents of advice taking by normative social influence that is suitable in the context of virtual communities. The mediation layer, the informational influence utilizes to predict the consumers' advice taking intention. Based on these two kinds of social influence, the investigation would be conducted by testing two factors in each kind of social influence: advice rating and consistency conceive as normative factors whereas advice quality and advisor credibility represent the informational influence. According to the results the factors of social influence both exert significant effects on the informational factors. In addition, the informational factors also have salient impacts on the advice taking.

Number of references: 6

Main heading: Economic and social effects

Controlled terms: Decision support systems - Electronic commerce - Electronics industry - Information systems - Information use - Social networking (online)

Uncontrolled terms: Advice taking - Decision supports - Informational and normative influence - Informational factors - Normative factors - Normative social influences - Search information - Virtual community

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

37. Web usage mining to extract knowledge for modelling users of Taiwan travel recommendation mobile App

Accession number: 20160902034581

Authors: Deng, Guang-Feng (1); Hung, Yu-Shiang (1); Yang, Chi-Ta (1); Wu, Nien-Chu (1)

Author affiliation: (1) Institute for Information Industry, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 300-305

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This work presents the design of a web mining system to understand the navigational behavior of passengers in developed Taiwan travel recommendation mobile app that provides four main functions including "recommend by location", "hot topic", "nearby scenic spots information", "my favorite" and 2650 scenic spots. To understand passenger navigational patterns, log data from actual cases of app were collected and analysed by web mining system. This system analysed 58981 sessions of 1326 users for the month of June, 2014. Sequential profiles for passenger navigational patterns were captured by applying sequence-based representation schemes in association with Markov models and enhanced K-mean clustering algorithms for sequence behavior mining cluster patterns. The navigational cycle, time, function numbers, and the depth and extent (range) of app were statistically analysed. The analysis results can be used improved the passengers' acceptance of app and help generate potential personalization recommendations for achieving an intelligent travel recommendation service.

Number of references: 16

Main heading: Data mining

Controlled terms: Cluster analysis - Electronic commerce - Electronics industry - Information systems - Information use - K-means clustering - Markov processes - Mining machinery - Navigation

Uncontrolled terms: K-mean clustering algorithm - Mobile app - Navigational patterns - Personalization recommendations - Representation schemes - Sequential patterns - Sequential profiles - Web mining systems

Classification code: 502.2 Mine and Quarry Equipment

Mine and Quarry Equipment

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 922.1 Probability Theory

Probability Theory

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

38. Building an integrated model of knowledge-based marketing: A case study of e-knowledge networks in high-tech SMEs

Accession number: 20160902034549

Authors: Chen, Te Fu (1)

Author affiliation: (1) Lunghwa University of Science and Technology, Taiwan

Corresponding author: Chen, Te Fu(phd2003@gmail.com)

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 67-80

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This paper takes a marketing perspective of knowledge management and introduces the concepts of marketing knowledge and knowledge-based marketing based on a review and evaluation of the extant literature. A integrated model of knowledge-based marketing is developed and the essential processes of knowledge-based marketing in a case study of e-knowledge networks in high-tech SMEs is analysed. Traditional marketing approaches have focused overly on explicit knowledge and neglected the important role of tacit knowledge, specifically in international (cross-cultural) settings. This paper aims to adjust this imbalance in the extant literature, and makes a call for a new knowledge-based marketing paradigm. The integrated model of knowledge-based marketing can be an easy-to-follow innovation model for high-tech SMEs to address when adopting e-knowledge network. This helps to ensure that the essential determinants and approaches for knowledge-based marketing processes are covered during from research, development, design, manufacturing, marketing/distribution to form the EKN for implementation/commercialisation. For industries, this provides a practical and complete business model for them to use as a reference and study the innovation approaches (the advantage and disadvantage), which are crucial for the success of knowledge-based marketing in high-tech SMEs.

Number of references: 80

Main heading: Knowledge based systems

Controlled terms: Electronic commerce - Electronics industry - Industrial research - Information use - Knowledge acquisition - Knowledge management - Marketing

Uncontrolled terms: Business modeling - E-knowledge - Explicit knowledge - Innovation approach - Integrated modeling - Knowledge based - Marketing knowledge - Marketing process

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 901.3 Engineering Research

Engineering Research

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

39. Analysis of mobile services and their impact on economic development

Accession number: 20160902034546

Authors: Ramanujam, Rahul (1); Sharma, Ravi (1)

Author affiliation: (1) Nanyang Technological University, Singapore

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 41-53

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: The primary aim of this paper is to analyze user's adoption of mobile data services under various circumstances. The data for this paper has been obtained from the Worldwide Mobile Data Services (MDS) Survey (Sharma et al, 2014). This research paper also characterizes devices, usually identified as smart phones. Smart phones are sophisticated tools (devices), which can be used for I/O (input/output), processing, storage and for broadband connectivity. The features and functionality of these devices range widely, facilitating browsing the internet as well as applications that utilize authentication, location detection and multitasking. Such features that MDS provides us have become an inexorable part of our lives. These devices offer us so much that all forms of work and leisure activities that are routine in our day-to-day deeds progressively depend more on them. As a result, the providers of MDS[14] nowadays offer a superfluity of both products and services, which empower patrons to perform a range of work and leisure tasks that are correlated with commercial transactions, networking and communication, information access and content downloading (Garbacz and Thompson, 2007). This is an integral part of the era of ubiquity.

Number of references: 21

Main heading: Economic and social effects

Controlled terms: Digital storage - Electronic commerce - Electronics industry - Information systems - Information use - Leisure - Mobile telecommunication systems - Smartphones - Surveys

Uncontrolled terms: Broadband connectivity - Commercial transactions - IT for development - Mobile data service - Mobile service - Networking and communication - Products and services - User surveys

Classification code: 718.1 Telephone Systems and Equipment

Telephone Systems and Equipment

- 722.1 Data Storage, Equipment and Techniques

Data Storage, Equipment and Techniques

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

40. The linkage between software risk management practice and project success: Evidence from Thai software firms

Accession number: 20160902034572

Authors: Arnuphaptrairong, Tharwon (1)

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Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 241-249

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Software risk management has been around at least since it was introduced in mainstream of software management process, in 1989 [1-3]. Review of literature has shown that there is a great deal of interest in the effects of software risk management on project success. 29 publications, from 1997 to 2009, were found in the literature review work for empirical evidence of the contribution of risk management to IT project success of Bakker et al. [8]. This research explored the relationship between the actual organizational software risk management practice and project performance success in Thai software industry. The findings of this study show that the risk management practices are positively correlated with performance success in meeting both the reliability of the application and the completion of the application within the schedule. This is different from the finding of Raz et al. [21] that project risk management practices are more correlated to schedule and budget goals than in product performance measures.

Number of references: 22

Main heading: Risk management

Controlled terms: Budget control - Electronic commerce - Electronics industry - Information systems - Information use - Project management - Risk assessment - Software engineering

Uncontrolled terms: Project success - Software industry - Software project - Software project management - Software risks

Classification code: 723.1 Computer Programming

Computer Programming

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 912.2 Management

Management

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

41. Information quality of e-commerce websites: Changes of expectation and satisfaction over time

Accession number: 20160902034556

Authors: Rattanawicha, Pimmanee (1); Tangmanee, Chatpong (1)

Author affiliation: (1) Chulalongkorn Business School, Thailand

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 140-149

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Information quality of e-commerce websites has been considered as one of the most important factors which affect users' trust and intention to purchase from the websites. There are two main objectives of this study. The first objective is to study how users' (1) expectations and (2) satisfactions toward information quality of e-commerce websites change over time. The second objective is to compare users' expectations and satisfactions toward information quality of e-commerce websites. The data were collected twice from Thai Internet users. The first data collection was in year 2011 with 365 usable responses and the second data collection was in year 2014 with 416 usable responses. T-tests and Paired-samples t-tests were applied to the collected data. The hypothesis testing results reveal that users' expectations toward information quality of e-commerce websites have increased significantly from 2011 to 2014 in almost all attributes of information quality (except for 'timeliness' and 'completeness' qualities). Users' satisfactions toward information quality of e-commerce websites have increased significantly in all attributes of information quality. Moreover, users' expectations are significantly higher than satisfactions in all aspects of information quality toward e-commerce websites, in years 2011 and 2014.

Number of references: 17

Main heading: Electronic commerce

Controlled terms: Data acquisition - Electronics industry - Information analysis - Information systems - Information use - Websites

Uncontrolled terms: Data collection - Data quality - E-commerce websites - Hypothesis testing - Information quality - User expectations - User satisfaction - Users' satisfactions

Classification code: 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

42. A meta-study on e-collaboration

Accession number: 20160902034540

Authors: Chen, Gang (1); Wang, Tianjiao (2); Peng, Ling (3); Cheung, Waiman (2)

Author affiliation: (1) Sun Yat-Sen University, Lingnan (University) College, China; (2) Chinese University of Hong Kong, Hong Kong; (3) Hubei University of Economics, China

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 1-7

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Collaborative activities across organizations are common when conducting business online. There have been numerous research results on different aspects of inter-organization collaborations through electronic means or in an electronic environment. However, the term 'collaboration' in Information Systems research literature often has different meanings. Also, a wide spectrum of technologies has been labeled as collaborative technology. In order to make the knowledge of the new research field cohesive and accumulative, the paradigm of electronic collaboration (e-Collaboration) has yet to be established. Thus this paper aims to provide a framework for e-Collaboration from the perspective different levels of involvements of inter-organization interactions. The framework differentiates the types of the 'collaboration' in a cohesive manner, and underlines the core characteristics of e-Collaboration - joint intellectual efforts. Moreover, a content analysis on the existing related literatures is conducted, using the framework proposed. Future research directions in the field are also discussed.

Main heading: Electronics industry

Controlled terms: Electronic commerce - Information services - Information systems - Information use

Uncontrolled terms: Collaborative activities - Collaborative technologies - Cooperation - e-Collaboration - Electronic collaboration - Future research directions - Inter-organization collaboration - Meta-study

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 903.4 Information Services

Information Services

Database: Compendex

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Data Provider: Engineering Village

43. Benefits of data center virtualization to increase the availability as a central quality of service aspect, using the example of cloud services

Accession number: 20160902034548

Authors: Ewe, Chris (1); Trifonova, Ivayla (1); Schrödl, Holger (1); Jamous, Naoum (1)

Author affiliation: (1) Otto-von-Guericke University of Magdeburg, Germany

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 59-66

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Like most entrepreneurs, data center operators pursue goals like profit-maximization and improvement of the company's reputation. Part of those aims is to guarantee a given quality of a service. These quality characteristics are specified in a contract, the so called service level agreement. The central part of this agreement are the non-functional characteristics of an IT service. The most important of these properties is the availability of the system. To comply with the requirements for availability, data center operators can use virtualization technologies. Regarding the performance of different virtualization solutions, there is still lack of easy prepared information about the different solutions. Therefore, the goal of this paper is to introduce a model, which represents the influence of features of different virtualization technologies on the availability of the data center's IT services. At the same time, the paper points to possible problems and sensitizes for disadvantages of virtualization. Thus, the result of the paper is to improve the transparency for opportunities and risks of data center virtualization, especially in relation to system availability.

Number of references: 34

Main heading: Telecommunication services

Controlled terms: Availability - Cloud computing - Electronic commerce - Electronics industry - Information systems - Information use - Quality of service - Virtualization - Web services

Uncontrolled terms: Data centers - IT services - Non-functional - Profit maximization - Quality characteristic - Service Level Agreements - System availability - Virtualization technologies

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

44. Vehicle routing based on discrete particle swarm optimization and google maps API

Accession number: 20160902034579

Authors: Hsieh, Fu-Shiung (1); Huang, Hao Wei (1)

Author affiliation: (1) Chaoyang University of Technology, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 292-298

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Transportation imposes considerable cost on goods and has a significant influence on competitive advantage of a company. How to reduce the costs and improve the profit of a company is an important issue. Vehicle routing is a critical factor in reducing transportation costs. Finding optimal vehicle routes offers great potential to efficiently manage fleets, reduce costs and improve service quality. An effective scheme to manage fleets and determine vehicle routes for delivering goods is important for carriers to survive. In the existing literature, a variety of vehicle routing problems (VRP) have been studied. However, most papers do not integrate with GIS. In this paper, we consider a variant of VRP called Vehicle Routing Problem with Arbitrary Pickup and Delivery points (VRPAPD). The goal of this paper is to develop an algorithm for VRPAPD based on Google Maps API. To achieve this goal, we propose an operation model and formulate an optimization problem. In our problem formulation, we consider a set of goods to be picked up and delivered. Each goods has a source address and a destination address. The vehicles to transport the goods have associated capacities, including the maximal weight a vehicle can be carried and the maximal distance a vehicle can travel. The problem is to minimize the routes for picking up and delivering goods. The emerging Google Maps API provides a convenient package to develop an effective vehicle routing system. In this paper, we develop a vehicle routing algorithm by combining a discrete particle swarm optimization (DPSO) method with Google Maps API. We illustrate the effectiveness of our algorithm by an example.

Number of references: 19

Main heading: Freight transportation

Controlled terms: Competition - Cost reduction - Decision support systems - Electronic commerce - Electronics industry - Information systems - Information use - Particle swarm optimization (PSO) - Vehicle routing - Vehicles

Uncontrolled terms: Competitive advantage - Discrete particle swarm optimization - Google maps - Optimization problems - Particle swarm - Pickup and delivery - Vehicle routing problem - Vehicle Routing Problems

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 911.2 Industrial Economics

Industrial Economics

Funding Details: Number: NSC102-2410-H-324-014-MY3, Acronym: MOST, Sponsor: Ministry of Science and Technology;

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

45. What is needed for future 3D printing from maker's viewpoints

Accession number: 20160902034582

Authors: Lin, Cheng-Jhe (1); Yang, Chao-Lung (1); Chen, Chun-Fu (2); Han, Ching-Cheng (2); Liu, Fang-Mei (2)

Author affiliation: (1) National Taiwan University of Science and Technology, Taiwan; (2) Institute for Information Industry, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIS 2014

Issue date: 2014

Publication year: 2014

Pages: 307-311

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: This study focused on investigating makers' opinions about current 3D printing technology to foster the development and use of 3D printing technologies in Taiwan. 3D printing has revolutionized the manufacturing industries as it provided a highly flexible, customizable way of small-quantity production at low cost. Its popularity among general users, however, encountered difficulties such as high requirements in skills, less user-friendliness, lack of practicality, low reliability, etc. Makers, a special group of customers of 3D printers are familiar with problems of this technology as they shared experience on the Internet, started collaborative manufacturing with open sources and turned their DIY activities into E-business. The study utilized questionnaires in the makers' space to obtain the background of this special group of customers, their viewpoints regarding important features to consider for purchasing a 3D printer, and difficulties and solutions in propagation of 3D printing. The results demonstrated that makers were a group of extrovert and intuitive thinkers in terms of MBTI personalities and treasured printing precision (surface quality), stability (long tuning period) and easy maintenance as most attractive factors to customers. From their viewpoints, difficulties in use, customers' low interests, and lack of practicality of its products were rated top 3 problems for 3D printing. However, school education, propagation of makers' space and development of ease-to-use 3D software may help its popularity. The results of this study may help 3D printer manufacturers and 3D printing service providers to better understand their customers' behaviors, based on which better 3D printing services and 3D printers can be developed to improve their business.

Number of references: 6

Main heading: 3D printers

Controlled terms: Costs - Electronic commerce - Electronics industry - Information systems - Information use - Printing presses - Sales - Surveys

Uncontrolled terms: 3-D printing - Collaborative manufacturing - Customer behavior - Makers - Manufacturing industries - MBTI personality - Printer manufacturers - Shared experiences

Classification code: 723.5 Computer Applications

Computer Applications

- 745.1.1 Printing Equipment

Printing Equipment

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

46. Win-win on e-business by complementary assets with it competence and innovative capabilities

Accession number: 20160902034583

Authors: Liu, Chen-Hao (1); Chiu, Hung-Chang (1); Chao, Yu (2)

Author affiliation: (1) National Tsing Hua University, Taiwan; (2) Chung Hua University, Taiwan

Source title: Proceedings of the International Conference on Electronic Business (ICEB)

Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Volume: 2014-January

Part number: 1of1

Issue title: Proceedings of the 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems: Creating Business Values through Innovations in Cloud Services, GCIIS 2014

Issue date: 2014

Publication year: 2014

Pages: 312-325

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 14th International Conference on Electronic Business, ICEB 2014 and 1st Global Conference on Internet and Information Systems, GCIIS 2014

Conference date: December 8, 2014 - December 12, 2014

Conference location: Taipei, Taiwan

Conference code: 118796

Sponsor: Bureau of Foreign Trade, Ministry of Economic Affairs; et al.; Ministry of Education; Ministry of Foreign Affairs; Ministry of Science and Technology; NCCU Office of Research and Development

Publisher: CEUR-WS

Abstract: Information Technology (IT) has been widely applied to business operations and service systems and derived various innovative business models and novel areas, especially e-business. E-business provides service by websites via IT with online information or systems to create multiple innovative values which change user behavior. Under this trend, e-business (hereinafter referred to as native e-business firms) has deeply threatened the survival of traditional service firms. To overcome difficulties, many traditional firms select bottom-up integration to increase e-services (hereinafter referred to as tradition-to-e-business firms) for expanding their multiple marketing channels. To face the challenge, native e-business firms, on the other hand, choose top-down integration, including physical stores, logistics, cash flow, supply chain, etc., to increase service values. Under competition in many years, the tradition-to-e-business firms are hard to surpass native e-business firms. On the contrary, native e-business firms cannot defeat traditional firms also. In this study, we explore the reason why native e-business and traditional firms cannot supersede each other. We find that the nature of firms and development strategy influences business focus, growth trajectory and advantage position. In the emerging stage, "e-business" is core business in native e-business firms. The firms are led by entrepreneur insights and their IT capabilities. Traditional firms were forced to build e-business, when they perceived customer disappearance. E-business is just one of their marketing channels. In the growth stage, e-Business and complementary assets oppositely lead enterprise resource integration, and the capability of which affects the company's competitive advantage. This article adopts qualitative research methods to investigate innovative capability, IT competence and complementary assets which derive the impact of e-business value creation on firms with different origins and background. Then we interpret the phenomenon of change by resource-based view (RBV) and structure inertia theory, analyze the advantages and limitation of native e-business firms and traditional service firms, and explain why it is difficult to surpass and hard to be defeated by each other. Finally, we proposed theory contribution and management implication.

Number of references: 47

Main heading: Competition

Controlled terms: Behavioral research - Electronic commerce - Electronics industry - Information systems - Information technology - Information use - Integration - Marketing - Online systems - Service industry - Supply chains

Uncontrolled terms: Competitive advantage - Complementary assets - Development strategies - eBusiness - Innovative capability - IT competence - Management implications - Qualitative research methods

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 911.2 Industrial Economics

Industrial Economics

- 911.4 Marketing

Marketing

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 921.2 Calculus

Calculus

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village