

Search Summary

Query : (((("International Conference on Electronic Business" 2010)) AND ((2010) WN YR))

Type : Expert

Results : 83

Database(s) : Compendex & Inspec

Downloaded : 7/5/2021

1. 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Accession number: 20130716014439

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Language: English

ISSN: 16830040

Document type: Conference proceeding (CP)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS, Tilburg University, Netherlands

Abstract: The proceedings contain 82 papers. The topics discussed include: acceptance of social network web sites the effects of social influence; the optimal configuration and their strategic analysis of information system security technology portfolios; strategic positioning of business blogging for enterprises; the effects of narrative online advertising on attitude and purchase intention; solving cold start problem in collaborative filtering method of recommender systems; method for web service composition discovery based on association rules; an effective ensemble approach for spam classification; a framework for electronic court records management in Malaysia; quality factors for online virtual reality commerce interface and their relative importance using analytic hierarchy process(AHP); factors affecting trust in a seller in social networking marketplace; and select suppliers from electronic markets with incomplete information.

Abstract type: (Edited Abstract)

Page count: 684

Database: Compendex

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Data Provider: Engineering Village

2. An empirical study of acquiring the health information by micro-blogging: Taking plurk for example

Accession number: 20130716014401

Authors: Huang, Wei Min (1); Su, Guang Ruei (1)

Author affiliation: (1) Graduate Institute of Healthcare Information Management, National Chung Cheng University, Taiwan

Corresponding author: Huang, W.M.(wmhuang@mis.ccu.edu.tw)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 356-362

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: In view of rising micro-blogging, the searchers of health information have increased dramatically anywhere in Taiwan. The purpose of this study was designed to refine and apply the theory of health belief model and tried to explore significant affected factors on the Plurkers behavior in tracing the health information. The survey methodology of this study administered the online questionnaire procedure during a two-week period in May, 2010. The effective respondent numbers totally are 233. Moreover, the multiple regression method was also used to analyze the

results. After statistical analysis, the critical finding points out that majority of micro-blogging users acquiring the health information was mainly affected by the factors of Social Influence, Trust and Perceived Barriers. Hence, the professional and convenient information might be provided for us to promote the intention of use in Plurk.

Number of references: 55

Main heading: Health

Controlled terms: Blogs - Electronic commerce - Electronics industry - Regression analysis - Surveys

Uncontrolled terms: Empirical studies - Health belief model - Health informations - Micro blogging - Multiple regression methods - Online questionnaire - Plurk - Survey methodology

Classification code: 461.6 Medicine and Pharmacology

Medicine and Pharmacology

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

3. Tacit knowledge sharing for good governance of e-government procurement

Accession number: 20130716014412

Authors: Siriluck, Rotchanakitumnuai (1)

Author affiliation: (1) Faculty of Commerce and Accountancy, Thammasat University, Thailand

Corresponding author: Siriluck, R.(siriluck@tu.ac.th)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 452-456

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The study aims to study the explicit and tacit knowledge of good governance electronic government procurement with the e-Auction approach. The qualitative in-depth interview was conducted with government officers who have experiences in e-procurement. The research found that e-procurement process, both administrative and operation level of government officers, vendors or suppliers, and politicians played major roles in creating good governance in e-government procurement.

Number of references: 21

Main heading: e-government

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Electronic government - Explicit and tacit knowledge - Good governances - Governance - Government procurement - In-depth interviews - Operation levels - Tacit knowledge

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

4. Intended deception in the virtual world

Accession number: 20130716014396

Authors: Zhou, Lina (1); Zhang, Dongsong (1)

Author affiliation: (1) University of Maryland, Baltimore County, United States

Corresponding author: Zhou, L.(zhoul@umbc.edu)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 313-322

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study explores how people intend to deceive in the virtual world. Previous research has focused the intent and behavior of online deception, but has rarely looked into specific aspects of online deception including strategy, magnitude, and seriousness. We answered research questions about people's selection of deception strategies, perceived seriousness of deception, and magnitude of deception in the virtual world via a survey study. Additionally, we examined possible influence of age and gender on deception. The findings are interesting and offer implications for designing deception detection strategies.

Number of references: 51

Main heading: Virtual reality

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Deception detection - Deception strategies - Research questions - Virtual worlds

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

5. Solving cold start problem in collaborative filtering method of recommender systems

Accession number: 20130716014369

Authors: Khanzadeh, Zainab (1); Mahdavi, Mehrgan (2)

Author affiliation: (1) Department of Computer Research Studies, Islamic Azad University, Arak, Iran; (2) Department of Computer Engineering, University of Guilan, Rasht, Iran

Corresponding author: Khanzadeh, Z.(e.z.khanzadeh@gmail.com)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 96-100

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Recommender systems try to recommend articles of potential interest to a user with respect to the user's individual preferences. Such recommender systems are the focus of current interest in part because of their importance for e-business. Collaborative Filtering is the most promising technique in recommender systems. It provides personalized recommendations according to user preferences. But one of the problems of Collaborative Filtering is cold-start. Here, we provide a novel approach for solving this problem through the attributes of items in order to recommend articles to more people for improving e-business.

Number of references: 12

Main heading: Collaborative filtering

Controlled terms: Electronic commerce - Electronics industry - Quality of service - Recommender systems - Starting

Uncontrolled terms: Cold start - Cold start problems - Collaborative filtering methods - eBusiness - Individual preference - Personalized recommendation

Classification code: 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

6. Psychological antecedents for online conformity over social media

Accession number: 20130716014403

Authors: Chung, Te-Lin (1); Park, Jungkun (2)

Author affiliation: (1) Consumer Sciences and Retailing, Purdue University, West Lafayette, IN, United States; (2) College of Technology, University of Houston, Houston, TX, United States

Corresponding author: Chung, T.-L.(chungt@purdue.edu)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 369-378

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: User-dominated social media have become one of the major social networking tools recently. This study aims to examine the interpersonal influences in virtual communities with a focus on conformity and possible psychological antecedents-involvement and social identity. The results show that product involvement is positively related to informational conformity. This finding implies that consumers who consider the product to be highly related to them are more likely to be influenced by the information provided in social media such as a virtual community. Managerial implications and suggestions for future research are provided.

Number of references: 39

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Interpersonal influences - Managerial implications - Product involvements - Social identity - Social media - Virtual community

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

7. From intention to use: A longitudinal investigation on customer readiness and facilitating conditions for self-service technology

Accession number: 20130716014371

Authors: Li, Eldon Y. (1); Hsieh, Jui-Shan (1)

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

Corresponding author: Li, E.Y.(eli@nccu.edu.tw)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 111-120

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This research explores the relationship between intention and actual usage of self-service technology (SST), and investigates the effects of facilitating conditions and customer readiness on customer adoption of SST. To analyze the longitudinal effect, a two-stage survey was conducted and lasted for seven months. As it is well known that behavior intention does not necessary lead to actual behavior, our findings offer proactive strategies to service providers in turning intention into actual usage. Implications for practitioners are provided and several limitations are discussed.

Number of references: 38

Main heading: Electronics industry

Controlled terms: Electronic commerce - Sales

Uncontrolled terms: Customer readiness - Facilitating conditions - Intention to use - Longitudinal effect - Service provider - Theory of Planned Behavior - Theory of reasoned action

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

8. Offering free versions of software products in the presence of network externalities in e-commerce

Accession number: 20130716014376

Authors: Feng, Haiyang (1); Li, Minqiang (1)

Author affiliation: (1) School of Management, Tianjin University, Tianjin 300072, China

Corresponding author: Feng, H.(tjuhaiyang@tju.edu.cn)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 154-160

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Network externalities are commonly observed in many markets in e-commerce, especially in the software market. Many software firms provide free-version products to attract consumers. In this paper, we build a discrete-time dynamical system to investigate why software providers choose to offer commercial versions of products as well as free versions when network externalities are present. We first propose a monopoly model, and then build a duopoly model with two competitors, and one of whom doesn't adopt free-version strategy. Simulation results verify that the presence of network externalities induces firms to provide free-version products.

Number of references: 12

Main heading: Electronic commerce

Controlled terms: Competition - Dynamical systems - Electronics industry

Uncontrolled terms: Discrete-time dynamical systems - Duopoly models - Free-version product - Network externality - Software firms - Software markets - Software products

Classification code: 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

9. Can web forum provide valuable information: A case study on Chinese stock web forum

Accession number: 20130716014385

Authors: Hu, Yang (1); Yan, Xiangbin (1)

Author affiliation: (1) Department of Management Science and Engineering, School of Management, Harbin Institute of Technology, Harbin, China

Corresponding author: Hu, Y.(313739803@qq.com)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 225-232

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Web forum has become a major information sharing platform for the individual investor where may include much valuable information. In this paper, we apply automatic sentiment extraction methods to assess the public opinions on Chinese stock forms. A case study is conducted with Chinese stock Web forum. The case study shows that web forum can provide valuable information about the stock market and the discussion sentiment characteristic is significant correlated with stock market activities. Result of regression analysis shows the differences in investor sentiment has more power than sentiment index and message volume in prediction to stock index in China.

Number of references: 16

Main heading: Electronics industry

Controlled terms: Electronic commerce - Financial markets - Investments - Regression analysis - Sentiment analysis

Uncontrolled terms: Extraction method - Information sharing platforms - Investor sentiments - Market activities - Public opinions - Sentiment index - Stock indices - Web Forums

Classification code: 723.5 Computer Applications

Computer Applications

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

10. Acceptance of social network web sites: The effects of social influence

Accession number: 20130716014357

Authors: Li, David C. (1)

Author affiliation: (1) Faculty of Business, Hong Kong Polytechnic University, Hong Kong, Hong Kong

Corresponding author: Li, D.C.(afdavidl@inet.polyu.edu.hk)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 1-10

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study has proposed and empirically tested a social network (SN) Web site acceptance model that incorporates social influence, social motives and technology acceptance factors. The three processes of social influence: compliance, identification and internalization are used to explain the causal antecedents of social motives, technology acceptance factors and intention. An online survey generates 274 usable responses. The results indicate that social influence has positive effects on intention, social motives, and perceived usefulness and enjoyment through compliance, identification and internalization respectively. The two social motives: sociability and status play a significant role in the proposed model.

Number of references: 51

Main heading: Economic and social effects

Controlled terms: Electronic commerce - Electronics industry - Social networking (online) - Social sciences computing - Websites

Uncontrolled terms: Acceptance models - Online surveys - Perceived usefulness - Social influence - Technology acceptance

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

11. Cross-domain employability related to e-business in printing industry

Accession number: 20130716014404

Authors: Hsiung, Liang Yuan (1); Feng, Dan-Pai (2); Chang, Chi-Cheng (3)

Author affiliation: (1) Dept. of Information and Communication, Kun Shan University, Tainan, Taiwan; (2) National Taiwan Normal University, College of Technology, Taiwan; (3) Dept. of Information Management, Lunghwa University of Science and Technology, Taiwan

Corresponding author: Hsiung, L.Y.(apexat@gmail.com)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 379-388

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The study aims at introducing the cross-domain employability of Electronic Business (E-Business) that the printing industry professionals should have in Taiwan. The pilot study aims at confirming and developing a questionnaire based on indicator of employability on E-Business in Printing Industry. Secondly, designing Analytical Hierarchy Process (AHP) questionnaire and builds its weight. The study presents the cross-domain employability indicators related to E-Business. The contribution can benefit the printing industry when recruiting human resources, and to serve as reference for the printing related departments in higher education.

Number of references: 19

Main heading: Electronics industry

Controlled terms: Electronic commerce - Hierarchical systems - Surveys

Uncontrolled terms: Analytical Hierarchy Process - Cross-domain - eBusiness - Electronic business (e-business) - Employability - Higher education - Pilot studies - Printing industry

Classification code: 723.5 Computer Applications

Computer Applications

- 961 Systems Science

Systems Science

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

12. Research on factors affecting the consumers to use pirated software based on TPB

Accession number: 20130716014408

Authors: Sheng, Xudong (1); Hou, Lun (1); Li, Liangqiang (1)

Author affiliation: (1) School of Management and Economics of UESTC, Chengdu, China

Corresponding author: Sheng, X.(shengxudong2005@126.com)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

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Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This paper takes consumers in China as samples to research out the influential factors on their behavior of using pirated software. The result indicates that The TPB model is still popular in our country; value consciousness, novelty seeking and collectivism play important roles in influencing consumer attitudes toward software piracy. This research, which provides an in-depth understanding on Chinese consumers, can be used in designing an effective prevention strategy in China.

Number of references: 19

Main heading: Consumer behavior

Controlled terms: Computer crime - Computer software - Electronic commerce - Electronics industry

Uncontrolled terms: Chinese situations - Consumer attitudes - In-depth understanding - Influential factors - Novelty seeking - Prevention strategies

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 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

13. A better price or better reputation: Evidences and implications to B2C ecommerce

Accession number: 20130716014379

Authors: Wan, Yun (1); Nakayama, Makoto (2); Sutcliffe, Norma (2)

Author affiliation: (1) University of Houston, Victoria, United States; (2) DePaul University, United States

Corresponding author: Wan, Y.(wany@uhv.edu)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 178-184

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Through their use of comparison shopping websites, online shoppers encounter tradeoffs between a product's various prices along with the reputations of the various online retailers. As a first step in understanding the impact of comparison shopping websites on consumer buying behavior, we performed a set of exploratory experiments that systematically discover how online shoppers make decisions when faced with different combinations of price and reputations in their comparison-shopping. We found online shoppers are generally seeking a balanced combination of price and reputation. If a balanced solution cannot be found, then they prefer merchants with better reputation but not the premium price. The strategic implications to B2C ecommerce are discussed.

Number of references: 17

Main heading: Electronic commerce

Controlled terms: Consumer behavior - Electronics industry - Websites

Uncontrolled terms: B2C e-commerce - Comparison shopping - Consumer buying - Online shoppers - Premium prices

Classification code: 723.5 Computer Applications

Computer Applications

- 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. An effective ensemble approach for spam classification

Accession number: 20130716014377

Authors: Tian, Jin (1); Li, Minqiang (1); Chen, Fuzan (1)

Author affiliation: (1) School of Management, Tianjin University, Tianjin 300072, China

Corresponding author: Tian, J.(jtian_tju@yahoo.com.cn)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

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Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The annoyance of spam increasingly plagues both individuals and organizations. Spam classification is an important issue to distinguish the spam with the legitimate email or address. This paper presents a neural network ensemble approach based on a specially designed cooperative coevolution paradigm. Each component network corresponds to a separate subpopulation and all subpopulations are evolved simultaneously. The ensemble performance and the Q-statistic diversity measure are adopted as the objectives, and the component networks are evaluated by using the multi-objective Pareto optimality measure. Experimental results illustrate that the proposed algorithm outperforms the traditional ensemble methods on the spam classification problems.

Number of references: 32

Main heading: Neural networks

Controlled terms: Electronic commerce - Electronics industry - Pareto principle - Web services

Uncontrolled terms: Component networks - Cooperative co-evolution - Diversity measure - Ensemble approaches - Ensemble performance - Neural network ensembles - Pareto-optimality - Spam classification

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

15. Undersdanding users' continuance usage for social network services: A theoretical model and empirical assessment

Accession number: 20130716014419

Authors: Guopeng, Yin (1); Wenwen, Liu (1); Bo, Yang (2)

Author affiliation: (1) School of Information Technology and Management, University of International Business and Economics, Beijing, China; (2) Department of Economic Information Management, Renmin University of China, Beijing, China

Corresponding author: Guopeng, Y.(Hilbert@yeah.net)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Publication year: 2010

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Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: As a newly emerged e-business model, Social Network Services (SNS) has encouraged new ways of communication and relationship building, also viewed as "the next big thing after Google". This study draws attention

to the substantive differences between adoption and continuance behaviors in the context of SNS, develops the usage continuance model of SNS to investigate continued usage behavior and underlying factors through literature review and theoretical analysis, verified by an empirical test that involved structural equation modeling. This study will advance the theory of IS continuance, provide a comprehensive research model to investigate the post-adoptive behaviors of SNS and help SNS-empowered businesses and organizations to identify critical factors fundamental to long-term viability and the eventual success of their businesses.

Number of references: 36

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Behavior model - Continuous Usage - Perceived enjoyment - Social network services - Structural Embeddness

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

16. The allocation of prizes in crowdsourcing contests

Accession number: 20130716014435

Authors: Ge, Ruyi (1, 2); Zhang, Pengzhu (1); Gu, Bin (3)

Author affiliation: (1) Antai College of Economics and Management, Shanghai Jiaotong University, China; (2) College of Information and Computer Science, Shanghai Business School, China; (3) McCombs School of Business, University of Texas, Austin, United States

Corresponding author: Ge, R.

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

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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: A unique characteristic of crowdsourcing contest is the coexistence of multiple contests and each individual contestant strategically chooses the contest that maximizes his/her expected gain. The competition between contests for contestants significantly changes the optimal allocation of prizes for contest organizers. We show that the contestants with higher ability prefer to single-prize contests while those with lower ability prefer to multiple-prize contests, which makes single-prize contest is no longer the optimal choice for organizers as it was in the context of a single contest. We demonstrate that the organizers may allocate multiple prizes whether they intent to maximize total efforts or highest efforts, and presents the condition under which the multiple-prize approach will be optimal.

Number of references: 11

Main heading: Electronics industry

Controlled terms: Crowdsourcing - Electronic commerce

Uncontrolled terms: Optimal allocation - Optimal choice

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

17. Factors affecting trust in a seller in social networking marketplace

Accession number: 20130716014391

Authors: Pipitarungsri, Bongkoch (1); Rattanawicha, Pimmanee (1); Chantatub, Wachara (1)

Author affiliation: (1) Chulalongkorn Business School, Chulalongkorn University, Bangkok, Thailand

Corresponding author: Pipitarungsri, B.(bkpub@msn.com)

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

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Document type: Conference article (CA)

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: A marketplace in a social networking website is called "social networking marketplace". It has become one of important channels to establish transactions between buyers and sellers on the Internet. However, how to persuade a buyer to purchase products or services from a seller in this type of marketplace is still unclear. The aim of this study was to explore trust signals or features of trust in social networking marketplace in order to discover quality factors affecting trust in a seller. Analytical techniques were applied on the collected data to develop an appropriate set of categories of factors affecting trust in a seller in a social networking marketplace. The analysis was based on data collected in Thailand.

Number of references: 18

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry - Sales

Uncontrolled terms: Buyers and sellers - Quality factors - Thailand

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

18. The study on antecedents of consumer buying impulsiveness in an online context

Accession number: 20130716014390

Authors: Chih, Wen-Hai (1); Wu, Cedric Hsi-Jui (1); Li, Hung-Jen (1); Liao, Hsiao-Chun (1); Lin, Ching (1)

Author affiliation: (1) Department of Business Administration, National Dong-Hwa University, Hualien, Taiwan

Corresponding author: Chih, W.-H.

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

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Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

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Pages: 264-272

Language: English

ISSN: 16830040

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The global recession caused by the financial tsunami has seriously impacted numerous industries. Although the market scale of global e-commerce market has declined, global online shopping continues to grow. Many previous researches focused on the effect of website design characteristics on online impulsive buying behavior, and few have explored such behavior from consumer individual internal factor perspectives. This paper aims to explore and integrate individual internal factors influencing consumer online buying impulsiveness, and further to recognize the relationships among these factors. The results showed as follows: (1) hedonic consumption needs, impulsive buying tendency, positive affect and normative evaluations positively influence buying impulsiveness, respectively; (2) hedonic consumption needs positively influence positive affect; (3) impulsive buying tendency positively influences normative evaluations; (4) normative evaluations positively influence positive affect.

Number of references: 45

Main heading: Consumer behavior

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Buying behavior - Consumer buying - Design characteristics - Global e commerces - Global recession - Internal factors - Online shopping - Positive affects

Classification code: 723.5 Computer Applications

Computer Applications

- 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

19. Employee-related critical success factors for utilization of digitally-enabled supply chain management

Accession number: 20130716014392

Authors: Yang, Xuan (1); Davison, Robert (1); Zhong, Xuepan (2); Huang, Qian (1)

Author affiliation: (1) Department of Information Systems, College of Business, City University of Hong Kong, Hong Kong, Hong Kong; (2) University of Science and Technology of China, Joint Advantaged Research Center, SuZhou, China

Corresponding author: Yang, X.(xuanyang3@student.cityu.edu.hk)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

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Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: IT embeddedness has created considerable opportunities for organizations to effectively manage and streamline their supply chain. User involvement acts as an important role in the current e-service era for supply chain management. In this article, we aim to explain the impact of leadership style and knowledge-centred processes on utilization of Digitally-Enabled SCM applications and generated value for employees. We will then discuss potential contributions and implications, and also indicate future research directions. This study is conducted from the employees' perspective, and it will deepen a foundation for Digitally-Enabled SCM practices and learning, knowledge sharing in knowledge-centred processes as well as leadership style.

Number of references: 38

Main heading: Supply chain management

Controlled terms: Electronic commerce - Electronics industry - Personnel

Uncontrolled terms: Critical success factor - E- services - Embeddedness - Future research directions - Knowledge-sharing - Leadership style - Scm practices - User involvement

Classification code: 723.5 Computer Applications
Computer Applications
- 912 Industrial Engineering and Management
Industrial Engineering and Management
- 912.4 Personnel
Personnel
- 913 Production Planning and Control; Manufacturing
Production Planning and Control; Manufacturing
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

20. The optimal configuration and their strategic analysis of information system security technology portfolios

Accession number: 20130716014359
Authors: Zhao, Liurong (1); Mei, Shu-E. (1); Zhong, Weijun (1)
Author affiliation: (1) School of Economics and Management, Southeast University, Nanjing, Jiangsu, China
Corresponding author: Zhao, L.(springzlr@163.com)
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010
Issue date: 2010
Publication year: 2010
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Language: English
ISSN: 16830040
Document type: Conference article (CA)
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Conference date: December 1, 2010 - December 4, 2010
Conference location: Shanghai, China
Conference code: 95368
Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.
Publisher: CEUR-WS
Abstract: Confronted with the increasingly severe information security problems, proper configuration of security technologies is critical to enhance the information systems performance. To solve the integrated linkage control problem based on attack detection, the security model including firewall, intrusion detection system (IDS) and vulnerability scan is analyzed by game theory. The analyses show that more IT portfolio will not bring better benefits, and more fixed vulnerabilities are not the better choice for the firm either. However, reasonable configuration of firewall will always reduce the firm's expected loss. According to the Nash equilibrium of the model, technical parameters are configured to minimize the firm's expected loss.
Number of references: 17
Main heading: Electronics industry
Controlled terms: Computer system firewalls - Electronic commerce - Game theory - Information systems - Information use - Intrusion detection - Investments
Uncontrolled terms: Economics of information - Firewall - Information system security - Intrusion Detection Systems - Portfolio strategies - Security technology - Strategic analysis - Vulnerability scans
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
- 922.1 Probability Theory
Probability Theory
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

21. The impact of social constructs on continuance intention in online auction: A comparison of community vs. transaction perspective

Accession number: 20130716014424

Authors: Chiang, Ming-Jiin (1); Wang, Jyun-Cheng (2)

Author affiliation: (1) Department of Digital Content Design, Tatung Institute of Commerce and Technology, Taiwan; (2) Institute of Service Science, National Tsing Hua University, Taiwan

Corresponding author: Chiang, M.-J.(macer.mis@gmail.com)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study analyzes social constructs from different types of actor behavior (i.e. transaction-oriented and community-oriented) to understand the influencing factors of their intention to use with online auction. We introduce social influence process and social capital theory to conceptualize research model, and a survey-based study was conducted. The simultaneous analysis of several groups was applied to test the research hypotheses. Our results verified that varied social constructs promote continuance intention for different types of online auction behavior, which are believed to contribute to the online auction development and management. We also conclude with a consideration of academic implication of the findings.

Number of references: 69

Main heading: Economic and social effects

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Continuance intentions - Intention to use - Online auctions - Research models - Simultaneous analysis - Social capitals - Social influence

Classification code: 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

22. A novel partner selection method in virtual enterprise Based on the ontology and SOA and AHPmodel

Accession number: 20130716014368

Authors: Nejad, Sepideh Sheikhy (1); Seyyedi, Mir Ali (1)

Author affiliation: (1) South azad University of Tehran, Tehran, Iran

Corresponding author: Nejad, S.S.(S_sheikhynejad@yahoo.com)

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

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

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Language: English

ISSN: 16830040

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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Partner selection is a key problem in virtual enterprise. This paper researches on selecting the dynamic, Competitive and compatible partners, which is the key link in the establishment of virtual enterprise. this paper presented a method have two main steps, first step is detecting candidate partner using semantic concept and second step is selecting proper partner using competency and quality of service in AHP method. The advantage of this method scrutiny of partner selection problem, and partner selection in this method occur dynamic and automation.

Number of references: 17

Main heading: Virtual corporation

Controlled terms: Electronic commerce - Electronics industry - Hierarchical systems - Ontology - Quality of service - Semantics

Uncontrolled terms: AHP method - Key links - Paper research - Partner selection - Semantic concept - Virtual enterprise

Classification code: 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 961 Systems Science

Systems Science

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

23. An empirical study of mobile information services adoption at a Norwegian University

Accession number: 20130716014414

Authors: Gao, Shang (1); Krogstie, John (1); Asif, Muhammad (1); Kuadey, Noble (1)

Author affiliation: (1) Department of Computer and Information Science, Norwegian University of Science and Technology, NO 7491 Trondheim, Norway

Corresponding author: Gao, S.(shanggao@idi.ntnu.no)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study aims at investigating the adoption of mobile information services at a Norwegian University. By expanding the Technology Acceptance Model (TAM), a research model, called mobile services acceptance model together with seven research hypotheses is presented. The proposed research model and research hypotheses were empirically tested using data collected from a survey of 46 users of a mobile service called extended Mobile Student Information Systems (eMSIS) at a Norwegian university. The findings indicated the fitness of the research model is good and strong support was found for the seven research hypotheses. Among all the factors, the personal initiatives and characteristics had the most significant influence on the intention to use eMSIS.

Number of references: 50

Main heading: Electronics industry

Controlled terms: Electronic commerce - Information services - Mobile telecommunication systems

Uncontrolled terms: Acceptance models - Empirical studies - Intention to use - Mobile information services - Mobile service - Norwegian University - Research models - Technology acceptance model

Classification code: 723.5 Computer Applications
Computer Applications
- 903.4 Information Services
Information Services
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

24. Predicting requirements change propagation based on software architecture

Accession number: 20130716014375
Authors: Fu, Yun (1); Li, Minqiang (1); Chen, Fuzan (1)
Author affiliation: (1) School of Management, Tianjin University, Tianjin 300072, China
Corresponding author: Fu, Y.(fy8266@163.com)
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010
Issue date: 2010
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Pages: 148-153
Language: English
ISSN: 16830040
Document type: Conference article (CA)
Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010
Conference date: December 1, 2010 - December 4, 2010
Conference location: Shanghai, China
Conference code: 95368
Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.
Publisher: CEUR-WS

Abstract: Change propagation is a central issue in software development process. In early stages of software development, software architecture facilitates the component-based software development process and provides a platform for prediction of requirements change. This paper aims to predict change propagation in early stages of software development, and evaluate the architecture based on architectural pattern. In order to achieve this goal, the change propagation probability is formally defined, and the change propagation in five architectural patterns is discussed. Moreover, change propagation density is defined to extend the pattern-based propagation, which incorporates design metrics into software architecture evaluation. The efficiency of the proposed method is demonstrated through a computational experiment.

Number of references: 11

Main heading: Software design

Controlled terms: Electronic commerce - Electronics industry - Forecasting - Software architecture

Uncontrolled terms: Architectural pattern - Architecture-based - Change propagation - Component-based software development - Computational experiment - Requirements change - Software architecture evaluation - Software development process

Classification code: 723.5 Computer Applications
Computer Applications
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

25. Dynamic isomorphism: IT adaptation of the bandwagon followers

Accession number: 20130716014437
Authors: Leung, Jerrel (1); Cheung, Waiman (1); Chu, Sung-Chi (1)
Author affiliation: (1) Department of Decision Sciences and Managerial Economics, Chinese University of Hong Kong, Hong Kong
Corresponding author: Leung, J.(jerrelleung@baf.msmail.cuhk.edu.hk)
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 669-674

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Firms often mindlessly adopt IT due to institutional pressure, which often leads to hastened and irrational decisions. Institutional pressure is therefore often considered as a negative effect on IT adoption. That is because little literature investigates into the adaptation effect after IT adoption due to institutional pressure. We advocate that institutional pressure indeed has a catalyzing effect on IT adoption in general, but firms can still mindfully correct the hastened decisions into a competitive advantage over time. We call this phenomenon dynamic isomorphism, which describes the IT adaptation process after institutional pressure. We propose to investigate in dynamic isomorphism by the use of a cross-case analysis, as it can provide an in-depth explanation of the proposed phenomenon.

Number of references: 20

Main heading: Pressure effects

Controlled terms: Competition - Electronic commerce - Electronics industry - Set theory

Uncontrolled terms: Adaptation process - Case analysis - Catalyzing effects - Competitive advantage - Institutional pressures - IT adoption

Classification code: 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

- 931.1 Mechanics

Mechanics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

26. Research and implementation of web service inheritance and interface web service

Accession number: 20130716014365

Authors: Cui, Jinhong (1); Wang, Xu (2)

Author affiliation: (1) Department of Information Management, School of Information Technology and Management Engineering, University of International Business and Economics, Beijing, China; (2) IBM CDL, Beijing, China

Corresponding author: Cui, J.(cjh1616@126.com)

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Web Service (WS) and SOA (Service-Oriented Architecture) are now widely used. The most important application of SOA is connecting various business systems that automate an enterprise's business processes. A new

extension of Web Service definition and implementation-Inheritance of web service is pro-posed in this paper, just like the traditional inheriting mechanism of classes and interfaces in Object-oriented programming. It makes web service development and deployment more flexible, extendable and re-usable, and brings new thoughts and strengths to the implementation of SOA.

Number of references: 16

Main heading: Web services

Controlled terms: Electronic commerce - Electronics industry - Object oriented programming - Websites

Uncontrolled terms: Business Process - Business systems - Service definition - Service development - Service Oriented

Classification code: 723.1 Computer Programming

Computer Programming

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

27. What influences individuals to use new online services: An empirical study of online banking

Accession number: 20130716014409

Authors: Yu, Chian-Son (1)

Author affiliation: (1) Department of Information Technology and Management, School of Management, Shih Chien University, Taipei, Taiwan

Corresponding author: Yu, C.-S.(csyu@mail.usc.edu.tw)

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: A considerable amount of academic research during the past decade has investigated what motivates individuals to use new online services by theory of reasoned action, technology acceptance model, theory of planned behavior, innovation diffusion theory, and/or the combination of the preceding two/three theories. As compared to understanding the adoption of a new online service from social psychology theories, which has been comprehensively investigated during the recent ten years, the literature on understanding individuals to move to a new online service or switch to another provider for the same new online service is seldom studied from the perspectives of economic theories. Therefore, this research aims to fill out the gap and make a contribution in this concern.

Number of references: 110

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Academic research - Economic theories - Empirical studies - Innovation diffusion theory - Social psychology - Technology acceptance model - Theory of Planned Behavior - Theory of reasoned action

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

28. Product fuzzy recommendation of online reviews based on consumer psychological motives

Accession number: 20130716014358

Authors: Zhao, Narisa (1); Liu, Ying (1); Yang, Deli (1); Li, Yuan (1)

Author affiliation: (1) School of Management, Dalian University of Technology, Dalian, China

Corresponding author: Zhao, N.(nmgnrs@dlut.edu.cn)

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Sentiment analysis of online comments and their application has become a hot topic. Meanwhile the evaluation and emotion method has challenged researchers and practitioners. This paper proposes a fuzzy modeling for the evaluation and emotion of online review texts by means of the theory of consumption motivation type and establishes corresponding fuzzy corpus. A calculation method of comprehensive evaluation and emotion with respect to the consumer's preference for product attributes provide reasoning antecedents. Establishment of fuzzy inference rules give results of recommendation to consumers of four different motivations. Experimental results prove the validity of the proposed method.

Number of references: 20

Main heading: Fuzzy inference

Controlled terms: Behavioral research - Electronic commerce - Electronics industry - Motivation - Semantics - Sentiment analysis

Uncontrolled terms: Comprehensive evaluation - Consumer's preferences - Consumption motivation type - Fuzzy inference rules - Fuzzy modeling - Fuzzy semantics - Online reviews - Product attributes

Classification code: 723.4.1 Expert Systems

Expert Systems

- 723.5 Computer Applications

Computer Applications

- 912.4 Personnel

Personnel

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

29. User adoption behaviors of mobile commerce: China vs Taiwan

Accession number: 20130716014429

Authors: Lai, Ivan K.W. (1); Hsu, Connie C.F. (2); Lai, Donny C.F. (3)

Author affiliation: (1) Faculty of Management and Administration, Macau University of Science and Technology, Avenida Wai Long, Taipa, China; (2) Department of Marketing, Shu-Te University, No. 59, Hengshan Rd., Yanchao, Kaohsiung, Taiwan; (3) Department of Computer Science, City University of Hong Kong, Kowloon Tong, Hong Kong

Corresponding author: Lai, I.K.W.(kwlai@must.edu.mo)

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study aims to further test the technology acceptance model for mobile commerce (m-commerce) in China and Taiwan. Data was collected from 156 college students in Macau (China) and 173 college students in Kaohsiung (Taiwan). Exploration factor analysis is performed to examine the reliability and validity of the model; regression analysis is performed to access the relationship between behavior intention and each factor in these two markets; and t-tests are performed to compare the difference in the means from Chinese and Taiwan college students. This study finds out that even there is not significant culture difference between China and Taiwan, there is a significant difference in the means of social influence between these two markets.

Number of references: 36

Main heading: Mobile commerce

Controlled terms: Acceptance tests - Behavioral research - Electronics industry - Regression analysis - Reliability analysis - Students

Uncontrolled terms: Culture differences - M-commerce - Mobile commerce (m-commerce) - Reliability and validity - Social influence - Technology acceptance - Technology acceptance model - UTAUT

Classification code: 723.5 Computer Applications

Computer Applications

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 922.2 Mathematical Statistics

Mathematical Statistics

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

30. Value enhancement of strategic supply networks for value bundles through digital social networks

Accession number: 20130716014361

Authors: Schrödl, Holger (1)

Author affiliation: (1) Department of Business Informatics and Systems Engineering, University of Augsburg, Germany

Corresponding author: Schrödl, H.(holger.schroedl@wiwi.uni-augsburg.de)

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

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Value bundles as customer-focused combination of physical products, services and intangible assets are getting more and more strategic offerings for companies. Using value bundles as differentiation strategy leads to a significant integration of customer processes in existing business processes on the company side and to complex processes on the supplier side. The task for the offering company to find the best suppliers suitable for the offering is challenging. Regarding especially the intangible assets of value bundles there is a need for relevant information from the potential suppliers. Digital social networks like online communities, blogs or wikis might be a place to find some of these information. With this background the question arises in which way digital social networks may influence procurement processes when dealing with value bundles. To answer this question different forms of digital social network are investigated and evaluated. The evaluation leads to recommendations how to use digital social networks for the enhancement of procurement processes for value bundles in a supply network.

Number of references: 42

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Business Process - Complex Processes - Differentiation strategies - Intangible assets - On-line communities - Physical products - Procurement process - Value enhancement

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

31. A framework for e-service customer trust - An integrated research model based on multitheoretical view

Accession number: 20130716014388

Authors: Wang, Ruobin (1); Yan, Zhijun (1); Liu, Kecheng (2)

Author affiliation: (1) School of Management and Economics, Beijing Institute of Technology, Network and Computer Center, Beijing, China; (2) Informatics Research Center, University of Reading, Reading, United Kingdom

Corresponding author: Wang, R.(robin945@gmail.com)

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

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Issue date: 2010

Publication year: 2010

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ISSN: 16830040

Document type: Conference article (CA)

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Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: As a new paradigm of internet-based transaction, e-service is thriving nowadays. However, it is distinctively different from the traditional e-commerce. Taking customer-centered philosophy as fundamental focus, e-service emphasizes customization and relationship marketing based on services selling, but not tangible goods selling, which makes transaction trust, especially customer trust become more complicated. In this paper, a framework of e-service customer trust is put forward based on multitheoretical view, which will provide theoretical support for the future research.

Number of references: 50

Main heading: Sales

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Customer trust - E- services - Internet based - Relationship marketing

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

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

32. 3D product viewer for e-commerce applications

Accession number: 20130716014387
Authors: Widjaja, Nathalia Devina (1); Adi, Erwin (2)
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Corresponding author: Widjaja, N.D.(nwidjaja@binus.edu)
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
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Issue date: 2010
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Language: English
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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010
Conference date: December 1, 2010 - December 4, 2010
Conference location: Shanghai, China
Conference code: 95368
Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.
Publisher: CEUR-WS
Abstract: Despite its huge potential to promote merchandise transactions over the internet, Indonesia does not have enviable e-commerce traffic. The aim of the project is to promote the culture of online shopping in Indonesia, with the benefit of increasing the revenue for the network and content providers. Furthermore, the survey would benefit the Computer-Human Interface interests since it shows that a 3D interaction increases customer's willingness to buy. The 3D viewer application is developed with Adobe Flash and Sandy 3D engine. The technology was chosen in such a way that it uses a ubiquitous solution. Its advantage over the currently existing solutions is that the viewer can be embedded to any web page seamlessly. The study conducted a survey and found that the 3D viewer fulfills its initial purpose and is easy enough to be used.
Number of references: 4
Main heading: Electronic commerce
Controlled terms: Electronics industry - Human computer interaction - Surveys - Websites
Uncontrolled terms: 3D engine - 3D interactions - 3D viewers - Computer human interface - Content providers - E-Commerce applications - Indonesia - Online shopping
Classification code: 723.5 Computer Applications
Computer Applications
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

33. An investigation of the determinants of knowledge management systems success in banking industry

Accession number: 20130716014393
Authors: Nantapanuwat, Nattapol ; Kaewkitipong, Laddawan ; Ractham, Peter
Corresponding author: Nantapanuwat, N.
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010
Issue date: 2010
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Language: English
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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The efficient knowledge management system (KMS) is one of the important strategies to help firms to achieve sustainable competitive advantages, but little research has been conducted to understand what contributes to the KMS success. This study thus set to investigate the determinants of KMS success in the context of Thai banking industry. A questionnaire survey was conducted in four major Thai Banks to test the proposed KMS Success model. The result of this study shows that KMS use and user satisfaction relate significantly to the success of KMS, and knowledge quality, system quality, service quality, and trust lead to system use and user satisfaction. However, this research focuses only on system and user-related factors. Future research thus can extend to study factors such as management support and organization readiness.

Number of references: 41

Main heading: Electronics industry

Controlled terms: Banking - Competition - Electronic commerce - Knowledge based systems - Knowledge management - Quality of service - Surveys

Uncontrolled terms: Banking industry - Knowledge management system - Management support - Questionnaire surveys - Related factors - Service Quality - Sustainable competitive advantages - User satisfaction

Classification code: 723.4.1 Expert Systems

Expert Systems

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

34. Improving ITIL strategic alignment approach using COBIT framework

Accession number: 20130716014417

Authors: Esmaili, Haleh Bagher (1); Gardesh, Hassan (2); Sikari, Shahram Shadrokh (3)

Author affiliation: (1) Department of Industrial Research Studies, Sharif University of Technology, Tehran, Iran;

(2) Department of Information Technology, VIRA Universal Company, Tehran, Iran; (3) Department of Industrial Engineering, Sharif University of Technology, Tehran, Iran

Corresponding author: Esmaili, H.B.(arceoprix@gmail.com)

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Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: IT Governance provides a business focus to enable alignment between business and IT objectives at high level COBIT framework and focused on IT operational levels, ITIL standard. COBIT and ITIL are not mutually exclusive and can be combined to provide a powerful IT governance, control and best-practice framework in IT service management. So ITIL business-IT strategic alignment perspective could be improved using COBIT framework. Focusing on COBIT processes which support (primarily and secondarily) strategic alignment, in this paper, first, we map COBIT 4.1 to ITIL v3 to identify how ITIL cover COBIT control objectives. Furthermore, based on control objectives which are not completely addressed by ITIL processes, the opportunities to improvement in ITIL strategic

alignment activities, functionalities, and relationships are identified. Consequently, appropriate and adequate practices to improve strategic alignment approach of ITIL v3 are proposed.

Number of references: 10

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Best practices - COBIT 4.1 - Control objectives - IT governance - IT service management - ITIL V3 - Operational level - Strategic alignment

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

35. The influence of online interactive service for customer relationship management strategy

Accession number: 20130716014407

Authors: Park, Jungkun (1); Lee, Seung Sin (2); Ezell, Shirley (1)

Author affiliation: (1) College of Technology, University of Houston, Houston, TX, United States; (2) College of Commerce and Economics, Konkuk University, Kwangjang-Ku Hwayang-Dong, Seoul, Korea, Republic of

Corresponding author: Park, J. (jpark21@central.uh.edu)

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

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Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Utilizing thinteractive nature of online shopping allows consumers to communicate more effectively with retailers on a one-to-one basis. This study investigates how e-interactivity (online interactivity) affects consumer attitude and further behavior such as perceived value, trust, satisfaction, and loyalty by defining multiple dimensions of e-interactivity. One of the significant findings from the study indicates that perceived two-way communication has the stronger power to explain perceived value as well as satisfaction than the perceived control over the website. Managerial implications are further discussed for retail customer relationship management.

Number of references: 53

Main heading: Electronics industry

Controlled terms: Consumer behavior - Electronic commerce - Public relations - Sales

Uncontrolled terms: Consumer attitudes - Management strategies - Managerial implications - Multiple dimensions - Online interactivity - Online shopping - Retail customers - Two way communications

Classification code: 723.5 Computer Applications

Computer Applications

- 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

36. Strategic positioning of business blogging for enterprises

Accession number: 20130716014364

Authors: Hu, Nan (1); Wan, Yun (2); Ye, Chen (3)

Author affiliation: (1) University of Wisconsin, Eau Claire, United States; (2) University of Houston, Victoria, United States; (3) Virginia State University, VA, United States

Corresponding author: Hu, N.(hun@uwec.edu)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Some experts concerned that blogging may be in conflict with other more controlled public relation activities and suspect that only those companies in bad financial shape would resort to business blogging as a cheap try. Through analysis of business blogging activities of Fortune 500 companies, we demonstrated that business blogging can be used as a new strategic tool for companies to sustain their existing competitive advantages. We found business blogging tend to correlated with higher sales, lower cost of goods and reduced advertising expenses for companies. We also found that those companies use product differentiation as their main competitive strategy could better utilize business blogging to sustain their competitive position thus maintain or increase their financial performances.

Number of references: 10

Main heading: Electronics industry

Controlled terms: Blogs - Competition - Electronic commerce - Public relations

Uncontrolled terms: Competitive advantage - Competitive position - Competitive strategy - Cost-of-goods - Financial performance - Product differentiation - Strategic positioning - Strategic tool

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

37. A two-step approach to construct and validate an e-lifestyle instrument

Accession number: 20130716014416

Authors: Yu, Chian-Son (1)

Author affiliation: (1) Department of Information Technology and Management, Shih Chien University, Taipei, Taiwan

Corresponding author: Yu, C.-S.(csyu@mail.usc.edu.tw)

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

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Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: A review of the literature suggests that traditional lifestyle instruments may not be adequate and sufficient for explaining and forecasting customer needs and behaviors related to information and communication technology enabled services/products. Accordingly, this study first constructed an e-lifestyle instrument culled from literature review and panel discussion, and then took a two-step approach with the intention of maximizing the content validity to validate the constructed e-lifestyle scale. The empirical results demonstrated a valid e-lifestyle instrument comprising 39 items under seven components, and implications for understanding consumer e-lifestyles are also derived.

Number of references: 36

Main heading: Electronics industry

Controlled terms: Electronic commerce - Factor analysis

Uncontrolled terms: Customer need - Exploratory factor analysis - Information and Communication Technologies - Literature reviews - Panel discussions - Two-step approach

Classification code: 723.5 Computer Applications

Computer Applications

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

38. Does it matter? A new institutional economics perspective on B2B e-commerce adoption in Greater China and USA

Accession number: 20130716014373

Authors: Zhu, Ling (1)

Author affiliation: (1) Department of Management, College of Management, Long Island University, Brookville, NY, United States

Corresponding author: Zhu, L.(ling.zhu@liu.edu)

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Grounding on new institutional economic theory, this paper studies the impact and effect of institutional environment on Business-to-Business (B2B) e-commerce adoption in the Greater China region and USA. In a two-phase study, we find that 1) industrial pressure is always the most powerful external facilitator for B2B e-commerce adoption; 2) at the beginning stage of e-commerce, supportive government policy was a prime force to encourage private sector to adopt e-commerce; and 3) as e-commerce becomes more prevalent and routine in business, e-commerce adoption is more business-driven and governmental policy loses its influence. The study is one of the first cross-country studies on the institutional environment and fills the knowledge gap of understanding the external environment of e-commerce.

Number of references: 51

Main heading: Electronic commerce

Controlled terms: Electronics industry

Uncontrolled terms: Business to business - Cross-country studies - E-commerce adoption - External environments - Governmental policies - New institutional economic theories - New Institutional Economics - Private sectors

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

39. Measuring e-marketing mix elements based on associated e-marketing tools in e-commerce

Accession number: 20130716014378

Authors: Sam, K.M. (1); Chatwin, C.R. (2)

Author affiliation: (1) Department of Accounting and Information Management, Faculty of Business Administration, University of Macau, China; (2) School of Science and Technology, University of Sussex, Sussex House, Brighton, United Kingdom

Corresponding author: Sam, K.M.(tonysam@umac.mo)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: E-marketing strategy is normally based and built upon the traditional 4 P's (Product, Price, Promotion and Place) that forms the classic marketing mix. Nowadays, what gives e-marketing its uniqueness is a series of specific and relational functions that are combined with the 4P's to form the e-marketing mix elements, each of which contain associated e-marketing mix tools that are provided on business web sites to facilitate sales transactions. This paper evaluates the importance of each e-marketing tool related to its e-marketing mix element. Furthermore, the weight of each e-marketing mix element is determined. This paper concludes with a discussion of the relative weights of e-marketing tools.

Number of references: 8

Main heading: Marketing

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Business webs - E-marketing - Marketing mix - Relative weights

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

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40. The influence of online social networks and web 2.0 applications on the political environment

Accession number: 20130716014395

Authors: Haider, Abrar

Corresponding author: Haider, A.

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This paper outlines the impact of the internet applications of second generation (Web 2.0) on the political environment. After a brief examination of the peculiar features of the most known and widely used applications, such as Facebook, Twitter, YouTube, Wiki and Weblogs, follows a discussion on some of the roles that these online tools can play in the political field. Social network sites can have a mobilization effect on the voters, can influence the political debate and can be used as an effective propaganda tool during elections campaign. The paper examines, finally, the impact that web 2.0 applications have had on politics in two countries: The United States of America and Australia.

Number of references: 32

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Elections - Internet application - On-line social networks - Politics - Social Network Sites - United States of America - Web 2.0 - Web 2.0 applications

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

41. An empirical study on the logistics service quality of online shopping business in China

Accession number: 20130716014420

Authors: Huang, F. (1); Lai, Ivan K.W. (1); Wang, J. (1)

Author affiliation: (1) Faculty of Management and Administration, Macau University of Science and Technology, Avenida Wai Long, Taipa, China

Corresponding author: Huang, F.(fhuang@must.edu.mo)

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study aims to find out the differences between customer expectations and customer experiences on logistics service quality (LSQ) of online shopping in China. Data was collected from 153 respondents through an online shopping site. Structural equation modeling is used to examine the reliability and validity of the research model. This study indicates that order condition and order discrepancy handling are the most important LSQ areas that logistics service providers should address in order to improve their service quality as well as to strength their business development.

Number of references: 20

Main heading: Quality of service

Controlled terms: Electronic commerce - Electronics industry - Outsourcing - Sales

Uncontrolled terms: Customer expectation - Customer experience - Logistics service qualities - Online shopping - Third party logistics

Classification code: 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

42. Understanding the barrier of Elder's adoption of B2C online commerce: Comparison between different product types and ages

Accession number: 20130716014428

Authors: Lian, Jiunn-Woei (1); Liu, Hao-Ming (2)

Author affiliation: (1) Department of Information Management, National Taichung Institute of Technology, Taichung, Taiwan; (2) Graduate School of Computer Science and Information Technology, National Taichung Institute of Technology, Taichung, Taiwan

Corresponding author: Lian, J.-W. (jwlian@ntit.edu.tw)

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: With the coming of aging society, the market for elderly people will become more and more important. The elder will become an important potential market for business. Therefore, understand elder's adoption of online commerce is becoming a critical issue in MIS field. The purpose of this study is attempted to understand the barrier of elder's adoption of B2C online commerce. Additionally, we compared the results across different product types and ages. Survey study was employed in this study. The main result discovered that the barriers affecting user adoption of B2C online commerce would differ with the variation of age range and product type. For the elder, risk barrier and image barrier dominate the decisions for tangible products, while value barrier and risk barrier dominate for the intangible products. This research result can become a practical reference. For both academic and business, this study has a certain contribution in the development of electronic commerce.

Number of references: 27

Main heading: Electronic commerce

Controlled terms: Electronics industry

Uncontrolled terms: Aging societies - Critical issues - Elder - Online commerce - Potential markets - Product types - Research results - Tangible product

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

43. A study on consumers' trust formation model toward recommendation agents: Elaboration likelihood model

Accession number: 20130716014380

Authors: Kao, Wu-Shien (1); Huang, Li-Ting (2); Leu, Jun-Der (1)

Author affiliation: (1) Department of Business Administration, National Central University, Taiwan; (2) Department of Information Management, Chang Gung University, Taiwan

Corresponding author: Kao, W.-S.(m9744023@stmail.cgu.edu.tw)

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

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Conference location: Shanghai, China

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Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: It is important to make them have trust in Recommendation Agents (RAs), further enhance their intentions to adopt RAs. This study is based on Elaboration Likelihood Model (ELM) to examine how consumers' (1) (central routes) degree of cognitive effort are affected by providing product-related information, (2) (peripheral routes) degree of social presence are affected by anthropomorphic interface, and (3) product knowledge influence their trust in RAs. We used PLS to analysis the 302 valid samples, and test or verify the hypotheses. The conclusions are as follows: (1) Explanation facility and information search about products significantly increase customers' trust in RAs. (2) Consumers' degree of cognitive effort and telepresence would increase their decision satisfaction and social presence respectively, further their cognitive trust and emotional trust. (3) The experts and novices have different ways to establish their trust in RAs.

Number of references: 33

Main heading: Search engines

Controlled terms: Electronic commerce - Electronics industry - Information retrieval - Visual communication

Uncontrolled terms: Adoption intention - Avatar - Elaboration likelihood models - Information search - Recommendation agents - Trust

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

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

44. The research on ETL of web data source from postal enterprise IS

Accession number: 20130716014411

Authors: Hou, Huaichang (1); Shi, Jihui (2); Liu, Lanjuan (3)

Author affiliation: (1) ShanXi Institute of Economic and Business, Shanxi, China; (2) School of Information Management and Engineering, Shanghai University of Finance and Economic, Shanghai, China; (3) Shanghai University of Finance and Economic, Shanghai, China

Corresponding author: Hou, H.(18935131368@189.cn)

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

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: In this paper, based on an actual problem in a process of data warehouse project which an enterprise implemented, we make a study on the ETL framework of Web data source from Enterprise IS which is B/S structural, and hence presented a new extraction and loading method for the situation without directly database connection. Furthermore, we developed a new ETL framework with the ability of processing Web page as data source in B/S structural enterprise IS. With the extension of XML configuration file, the framework can be adjusted freely along with business change.

Number of references: 8

Main heading: Electronics industry

Controlled terms: Data warehouses - Electronic commerce - Websites

Uncontrolled terms: Business changes - Configuration files - Data-source - Database connections - Enterprise IS - Loading methods - Web data sources

Classification code: 723.3 Database Systems

Database Systems

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

45. ERP decisions: The role of organizational culture and SCM practices

Accession number: 20130716014423

Authors: Tang, Mincong ; Cheung, Waiman

Corresponding author: Tang, M.

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

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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: ERP has been well proved to be critical to improve company competitiveness, but not all ERP projects come out with a success. We believe that ERP decision is the first step to make ERP succeed, which is not as simple as comparing the prices of various systems (Piturro, 1999). Building on the knowledge of existing literature about organizational culture and IT behaviors, we examined the role of organizational culture and supply chain management (SCM) practices in an organization's decision upon ERP decision. Based on the data we collected from 80 companies, we found that organizational culture and SCM practices significantly affect ERP decision; we also propose the mediating role of SCM practices between organizational culture and ERP decision.

Number of references: 19

Main heading: Enterprise resource planning

Controlled terms: Decision making - Electronic commerce - Electronics industry - Supply chain management

Uncontrolled terms: ERP projects - Mediating roles - Organizational cultures - Scm practices - Supply chain management practices - Supply chain managements (SCM)

Classification code: 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 912.2 Management

Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

46. Building a mobile advertising system for target marketing

Accession number: 20130716014406

Authors: Li, Kai (1); Du, Timon C. (2)

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

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Issue date: 2010

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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Mobile advertising has become one of the most exciting new technological frontiers in advertising area in recent years. The ubiquitous nature of mobile phones makes it possible for advertisers to target users effectively. This paper proposes a targeted mobile advertising system (TMAS) that works as a platform to provide consumers personalized ads based on the consumers' contextual and preference. The platform allows shops to provide contextual and time-sensitive ads and consumers to locate ads and promotion information using their smart phone. A demonstration is conducted to show the validity of the key process in the TMAS.

Number of references: 66

Main heading: Marketing

Controlled terms: Electronic commerce - Electronics industry - Publishing - Smartphones

Uncontrolled terms: Intelligent searching - Key process - Mobile advertising - Pull strategy - Target marketing - Targeted advertising

Classification code: 718.1 Telephone Systems and Equipment

Telephone Systems and Equipment

- 723.5 Computer Applications

Computer Applications

- 903.2 Information Dissemination

Information Dissemination

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

47. Select suppliers from electronic markets with incomplete information

Accession number: 20130716014399

Authors: Chen, Li-Gang (1)

Author affiliation: (1) School of Management, Harbin Institute of Technology, Harbin, China

Corresponding author: Chen, L.-G.(fromsouth@163.com)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

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Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: An agent want to buy products from e-market often encounters unknown suppliers, he then must choose between maximizing its expected utility according to the known suppliers and trying to learn more about the unknown suppliers, since this may improve its future rewards. This issue is known as the trade-off between exploitation and exploration. In this research, we study the problem of an agent how to select suppliers from electronic markets with incomplete information. The agent has no knowledge about suppliers, so he needs to learn the information by consuming their product and his object is to maximize total utility. We consider two different scenarios. The first is an agent selects a single supplier at each time period. By the introduction of Gittins index, we show that by using Gittins index technology, the agent can achieve the optimal solution. The second is an agent can select several suppliers at each time period, we propose four heuristic policies and evaluate them by building up a simulation tool.

Number of references: 17

Main heading: Intelligent agents

Controlled terms: Competitive intelligence - Economic and social effects - Electronic commerce - Electronics industry

Uncontrolled terms: Electronic market - Expected utility - Exploitation and explorations - Heuristic policies - Incomplete information - Multi-armed bandit problem - Optimal solutions - Select suppliers

Classification code: 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

48. Quality factors for online virtual reality commerce interface and their relative importance using Analytic Hierarchy Process (AHP)

Accession number: 20130716014389

Authors: Phosaarda, Satidchoke (1); Rattanawicha, Pimmanee (1); Chantatub, Wachara (1)

Author affiliation: (1) Chulalongkorn Business School, Chulalongkorn Univeristy, Bangkok, Thailand

Corresponding author: Phosaarda, S.(satidchoke@gmail.com)

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Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Virtual Reality (VR) is a promising alternative for next generation online interface. It is important that the developed VR interfaces must satisfy a collection of good quality criteria, which are still absent from literatures. This paper aims to determine factors consisted in a good quality online VR interface and their relative importance. VR commerce is selected for the study due to its importance. The study employed a two-stage factor identification design. In the first stage, the intuitive approach and the focus group technique were used, while in the second stage, empirical study employing questionnaires were used following by exploratory factor analyses. Then, the derived quality factors were explored for their relative importance on adoption using Analytic Hierarchy Process (AHP). The study outlined 54 recommended interface features/elements forming 8 stable quality factors. The results suggested quality factors for developing and evaluating such a highly interactive user interface.

Number of references: 26

Main heading: User interfaces

Controlled terms: Analytic hierarchy process - Electronic commerce - Electronics industry - Hierarchical systems - Surveys - Virtual reality

Uncontrolled terms: Analytic hierarchy process (ahp) - Empirical studies - Exploratory factor analysis - Focus groups - Interactive user interfaces - Online interface - Quality criteria - Quality factors

Classification code: 722.2 Computer Peripheral Equipment

Computer Peripheral Equipment

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 961 Systems Science

Systems Science

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

49. Gaining insight into successful Enterprise 2.0 by comparing with Web 2.0: Matrix analysis and instrument development

Accession number: 20130716014430

Authors: Rhee, Cheul (1); Zhou, Xuelian (1)

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

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Language: English

ISSN: 16830040

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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Emerging Web 2.0 provides an insight into its application to enterprise 2.0 that is currently in an immature state. The effort to apply the successful Web 2.0 to Enterprise 2.0 requires careful analysis of similarity and dissimilarity of "state of the art" social systems such as Web 2.0 and proposed Enterprise 2.0. For this analysis, a knowledge-seeker/sharer paradigm is proposed from the assumption that these two parties may have different perceptions towards the social systems. The paradigm consistently works as a baseline that comparison and contrast of Web 2.0 and Enterprise 2.0 are performed based on. This answer is organized as follows. First, two social systems are compared from knowledge-seekers' perspective, knowledge-sharers' perspective, and both parties' perspective by supporting with relevant literature. Second, two social systems are contrasted from knowledge seekers' perspective, knowledge sharers' perspective, and both parties' perspective by supporting with relevant literature. Third, meaningful implications are suggested from the analyses.

Number of references: 29

Main heading: Knowledge management

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Cooperation learning - Ease-of-use - Enterprise 2.0 - Inter-personal communications - Matrix analysis - Perceived usefulness - Social cognitive theory - Social exchange theory - Theory of reasoned action - Web 2.0

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

50. A hybrid approach for information systems security risk assessment in electronic business

Accession number: 20130716014372

Authors: Feng, Nan (1); Li, Minqiang (1)

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Corresponding author: Feng, N.(tju_fengnan@yahoo.com.cn)

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: In electronic business environment, it is critical for an enterprise to assess information systems security (ISS) risks. In this paper, we propose a hybrid approach for ISS risk assessment in e-business. Given there is a great deal of uncertainty in the ISS risk assessment in e-business environment, in the hybrid approach, we combine the evidence theory with fuzzy sets to deal with the uncertain evidence found in the ISS risk assessment. The proposed approach provides a new way to define the basic belief assignment in fuzzy measure. Moreover, the approach also provides a method of testing the evidential consistency, which can reduce the uncertainty derived from the conflicts of evidence. Finally, the approach is further demonstrated and validated via a case study, in which sensitivity analysis is employed to validate the reliability of the proposed approach.

Number of references: 31

Main heading: Risk assessment

Controlled terms: Electronic assessment - Electronic commerce - Electronics industry - Information use - Reliability analysis - Sensitivity analysis

Uncontrolled terms: Basic belief assignment - E business environment - Electronic business - Evidence theories - Fuzzy measures - Hybrid approach - Information systems security - Uncertain evidence

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

- 921 Mathematics

Mathematics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

51. A taxonomy of security threats and solutions for RFID systems

Accession number: 20130716014432

Authors: Firpo, Daniel (1); Kang, Woohyun (1); Ractham, Peter (2)

Author affiliation: (1) School of Information Systems and Technology, Claremont Graduate University, Claremont, CA, United States; (2) Faculty of Commerce and Accountancy, Thammasat University, Bangkok, Thailand

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

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Issue date: 2010

Publication year: 2010

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Language: English

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: RFID (Radio Frequency Identification) is a method of wireless data collection technology that uses RFID tags or transponders to electronically store and retrieve data. RFID tags are quickly replacing barcodes as the "identification system of choice" [1]. Since RFID devices are electronic devices, they can be hacked into by an outsider, and their data can be accessed or modified without the user knowing. New threats to RFID-enabled systems are always on the horizon. A systematic classification should be used to categorize these threats to help reduce confusion. This paper will look at the problem of security threats towards RFID systems, and provide a taxonomy for these threats.

Number of references: 42

Main heading: Radio frequency identification (RFID)

Controlled terms: Electronic commerce - Electronics industry - Security systems - Taxonomies

Uncontrolled terms: Electronic device - RF-ID tags - RFID systems - Security threats - Wireless data collection

Classification code: 716.3 Radio Systems and Equipment

Radio Systems and Equipment

- 723.5 Computer Applications

Computer Applications

- 903 Information Science

Information Science

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

52. Examining the effect of switching costs to operating system switching intention: An empirical study

Accession number: 20130716014434

Authors: Chen, Shih-Chih (1); Chen, Huei-Huang (1)

Author affiliation: (1) Department of Information Management, Tatung University, Taipei, Taiwan

Corresponding author: Chen, S.-C.(scchen@ttu.edu.tw)

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Pages: 644-652

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study adopted the framework from the theory of the switching costs by Burnham et al., (2003) to discuss which customers' switching costs will influence the switching intention of operating system. In the proposed model, financial switching costs, procedural switching costs, psychological and emotional costs directly influence switching intention of windows operation systems. This study collected 429 users from online questionnaire, conducted confirmatory factor analysis by structural equation modeling to verify the hypothesis with path analysis result. Results of the analysis showed that different types of switching costs have significantly and negative influence on customers' switching intention of operating system such as economic risk costs, evaluation costs, learning costs, customers' comfort and customers' identification. The implications of this study are also discussed.

Number of references: 27

Main heading: Cost benefit analysis

Controlled terms: Costs - Electronic commerce - Electronics industry - Factor analysis - Regression analysis - Risk assessment - Sales - Switching - Windows operating system

Uncontrolled terms: Operating system - Structural equation modeling - Switching costs - Switching intentions - Windows 7

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

53. Customer active probability and customer lifetime value analysis in Internet shopping

Accession number: 20130716014418

Authors: Tang, Ying-Chan (1); Wu, Min-Hua (1); Lin, Jzu-Hsuan (1)

Author affiliation: (1) Institute of Business and Management, College of Management, National Chiao Tung University, Taipei, Taiwan

Corresponding author: Tang, Y.-C.

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: As the age of digital information, marketers are in information overload. A mass of customers' data is available but may be useless only if it can be turned into business intelligence and implement appropriate database marketing. This research aims to assist managers in discriminating and learning from their right customers that helps to serve high value customers and create successful marketing programs targeted at the prospected ones. Transaction data on the purchasing of VCD at an online retailer was used as empirical analysis; Pareto/NBD model and customer lifetime value model were applied to capture customer active probability and construct profitable customer profile. The results demonstrated four priority ranks of online customers for managers to choose the prospects that best match the profitable customer profile by observing their purchase behaviors.

Number of references: 8

Main heading: Sales

Controlled terms: Electronic commerce - Electronics industry - Managers - Probability - Profitability - Value engineering

Uncontrolled terms: Customer life time value - Database marketing - Digital information - Empirical analysis - Information overloads - Internet shopping - Marketing program - Profitable customer

Classification code: 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 911.5 Value Engineering

Value Engineering

- 912.4 Personnel

Personnel

- 922.1 Probability Theory

Probability Theory

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

54. A framework of electronic court records management in Malaysia

Accession number: 20130716014382

Authors: Saman, Wan Satirah Wan Mohd (1); Haider, Abrar (1); Koronios, Andy (1)

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: In today's rapid and dynamic changes brought by the ICTs to the conduct of government administration, there is a mounting pressure to address specific records management problems generated and stored electronically. Corporate record keeping has become a strategic and costly decision for many companies. The high level of noncompliance today could cause organizations to fall foul of the law which can result in heavy fines and damaging reputation. This research seeks to explore the management of electronic records in Malaysian courts of law, including Case Management System (CMS), Electronic Filing System (EFS) and Court Records Transcription (CRT). A qualitative research methodology will be employed through exploratory case studies to answer the research questions, using diverse data collection strategies including observation, interview and survey. A framework of a legally complied court records management will be developed to assist organizations to fulfill legal and quality requirements as well as achieving their corporate efficiency, effectiveness and economy.

Number of references: 30

Main heading: Records management

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Data collection strategies - Electronic records - Exploratory case studies - Government administration - Management problems - Qualitative research - Quality requirements - Research questions

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

55. Semantic information based web service discovery

Accession number: 20130716014383

Authors: Gao, Huiying (1); Zhu, Qian (2); Chen, Xiuxiu (1)

Author affiliation: (1) School of Management and Economics, Beijing Institute of Technology, Beijing, China; (2) School of Management and Economics, Xinjiang Agricultural University, Urumqi, China

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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Web service discovery is an important part of Web service applications. With the increase of the Web services, there come the problems that we must face to. The technology of traditional Web service discovery is based on the matching foundation of key words by combining WSDL and UDDI standardization. However, it is short of the description of semantic information, which means a low level of intelligence. Thus, it leads to low exactness and completeness. In the light of this issue, the paper draws the concept of semantic information into the research of Web service discovery. Through WordNet, it expands service description, raises semantic information, and makes semantic match possible. The paper puts forward a model based on semantic for Web service discovery, analyzes the function structure and the relationship between component parts of the model, moreover, it describes the work flow of the model. At the same time, the paper enlarges UDDI information and gives a matching algorithm on the similarity calculation through semantic analysis when finding the matched service.

Number of references: 15

Main heading: Web services

Controlled terms: Electronic commerce - Electronics industry - Ontology - Semantic Web - Semantics - Websites

Uncontrolled terms: Function structures - Matching algorithm - Semantic expanding - Semantic information - Service description - Similarity calculation - Web service applications - Web service discovery

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903 Information Science

Information Science

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

56. The impact of electronic word-of-mouth and flow experience on continuance intention

Accession number: 20130716014427

Authors: Chen, Huei-Huang (1); Chen, Shih-Chih (1)

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Conference location: Shanghai, China

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Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Online gaming is a burgeoning market with growth potential and is developing rapidly. The entertainment-oriented features of such online games play experience motives for users. The global market of games will reach approximately US\$ 1.3 billion annually. The technology acceptance model (TAM), including perceived ease of use (PE) and perceived usefulness (PU) and intention in accepting new technologies, is one of the most widely examined models used to test consumer acceptance of new information technology. Electronic word of mouth (EWOM) and flow experience (FE) also influence continuance intention of online games. However, the introduction of these factors was not utilized accurately. Therefore, the challenges for service providers are to identify key obstacles affecting the continuance intention of online games. In this study, we examined the role of TAM, FE and assess the influence of TRI on these factors toward continuance intention of online games. This model was tested with data from 686 current online game players who answered an online questionnaire. The structural equation model analysis confirmed that EWOM, FE and PU have a positive effect on continuance intention with statistical significance. The implications of this study are also discussed.

Number of references: 33

Main heading: Electronics industry

Controlled terms: Acceptance tests - Electronic commerce - International trade - Social networking (online) - User experience

Uncontrolled terms: Continuance intentions - Electronic word of mouths - Flow experience - On-line games - Technology acceptance

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

57. A quality-based security enhancement procedure to improve e-commerce security

Accession number: 20130716014421

Authors: Lai, Sen-Tarng (1)

Author affiliation: (1) Department of Information Technology and Management, Shih Chien University, No. 70 Ta-Chih Street, Chung-Shan District, Taipei, Taiwan

Corresponding author: Lai, S.-T.(stlai@mail.usc.edu.tw)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

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Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: E-commerce is an important product in the internet fever. However, the network intrusion and security vulnerabilities have continued to threaten the e-commerce operation and user privacy. How to improve security of e-commerce has become a topic worthy exploration. In this paper, based on security testing and repair, proposes a Software Security Enhancement Procedure (SSEP for short). In addition, for assuring SSEP operation quality, proposes a set of Software Security Enhancement Process Quality Measurement (SSEPQM for short) model. Applying SSEPQM model, the defects of security improvement process can be identified and revised. So the security of e-commerce can be enhanced effective and continuous.

Number of references: 22

Main heading: Electronic commerce

Controlled terms: Electronics industry - Repair - Software testing

Uncontrolled terms: E-commerce operations - E-commerce security - Network intrusions - Quality measurement model - Security enhancements - Security improvement - Security testing - Security vulnerabilities

Classification code: 723.5 Computer Applications

Computer Applications

- 913.5 Maintenance

Maintenance

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

58. Research on comprehensive evaluation of food enterprises websites

Accession number: 20130716014402

Authors: Wang, Xiaohong (1); Li, Liwei (1); Tian, Ling (1)

Author affiliation: (1) Department of Information Management and E-business, College of Management, Beijing Union University, Beijing, China

Corresponding author: Wang, X.(gltxiaohong@buu.edu.cn)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 363-368

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The importance of enterprise website to promote enterprise development is becoming more and more attention by the small and medium-sized enterprises. This paper establishes an evaluation index system of food enterprises websites from the perspective of user experience based on the websites localization and the current literature, and uses analytic hierarchy process to determine the weight of each level index, and establishes the fuzzy comprehensive evaluation model of food enterprises websites, and carries out a case study with the evaluation index system. The case study shows that it is reasonable and credible to evaluate the food enterprises websites with analytic hierarchy process and fuzzy comprehensive evaluation.

Number of references: 27

Main heading: Websites

Controlled terms: Analytic hierarchy process - Electronic commerce - Electronics industry - Fuzzy set theory - User experience

Uncontrolled terms: Comprehensive evaluation - Enterprise development - Evaluation index system - Food enterprise - Fuzzy comprehensive evaluation - Small and medium sized enterprise

Classification code: 723.5 Computer Applications

Computer Applications

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

- 961 Systems Science

Systems Science

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

59. The effects of narrative online advertising on attitude and purchase intention

Accession number: 20130716014367

Authors: Chen, Ja-Shen (1); Ching, Russell K.H. (2); Chen, Hung-Yen (1)

Author affiliation: (1) Yuan-Ze Univerity, Taiwan; (2) California State University, Sacramento, United States

Corresponding author: Chen, J.-S.(jchen@saturn.yzu.edu.tw)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

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Language: English

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Document type: Conference article (CA)

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study examines the effects of narrative online advertising on a consumer's attitude toward a product and his/her purchase intention, and the moderating effects of advertising, product and purchase involvement on the (aforementioned) relationships. The results indicate that the four narrative online advertising elements (interactivity, vividness, entertainment, self-referencing) have a positive effect on attitude (interactivity and entertainment did not), and attitude has a positive effect on purchase intention. The former relationship is positively moderated (enhanced) by advertising involvement but on only vividness and self-referencing while the latter by only product involvement. The data do not support purchase involvement as a moderator.

Number of references: 82

Main heading: Sales

Controlled terms: Electronic commerce - Electronics industry - Entertainment - Purchasing

Uncontrolled terms: Advertisement involvement - Attitude toward a product - Interactivity - Moderating effect - Online advertising - Product involvements - Purchase intention - Self-referencing

Classification code: 723.5 Computer Applications
Computer Applications
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

60. Profit vs. non-profit business based on P2P lending: A cross-country multiple case study

Accession number: 20130716014384
Authors: Yun, Xu (1); Jiaxian, Qiu (1); Dongyu, Chen (1)
Author affiliation: (1) School of Information, Southwestern University of Finance and Economics, Chengdu, Sichuan, China
Corresponding author: Yun, X.(xuyun@swufe.edu.cn)
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010
Issue date: 2010
Publication year: 2010
Pages: 218-223
Language: English
ISSN: 16830040
Document type: Conference article (CA)
Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010
Conference date: December 1, 2010 - December 4, 2010
Conference location: Shanghai, China
Conference code: 95368
Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.
Publisher: CEUR-WS

Abstract: People-to-People (P2P) lending allows individuals to lend and borrow directly among each other online. Previous research mainly focuses on a single P2P lending marketplace - Prosper.com. This paper uses a multiple-case study approach to explore four P2P lending marketplaces. The study provides in-depth explanations on how different P2P lending marketplaces operate in different business models and in different countries. Our study thus extends current understanding about different operation models of P2P lending marketplaces, and suggests how future research should be done to cover more P2P lending platforms. We also contribute to the literature by indicating the interesting research questions originated from the cross-case analysis.

Number of references: 13

Main heading: Finance

Controlled terms: Electronic commerce - Electronics industry - Profitability

Uncontrolled terms: Business models - Case analysis - Cross-country - Multiple-case study - Non-profit - Operation model - P2p lending - Research questions

Classification code: 723.5 Computer Applications

Computer Applications
- 911.2 Industrial Economics
Industrial Economics

Compendex references: YES

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

61. A rank-and-choose decision model for vendor selection with bundling

Accession number: 20130716014422
Authors: Wang, Haibo (1); Wang, Wei (1); Xu, Yaquan (2); Sun, Wei (3)
Author affiliation: (1) Sanchez School of Business, Texas A and M International University, Laredo, TX, United States; (2) School of Business, Virginia State University, Petersburg, VA, United States; (3) Zhongyuan University of Technology, Zhengzhou, Henan, China
Corresponding author: Wang, H.(hwang@tamiu.edu)
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 533-539

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The selection of vendors is an important aspect of strategic management and operational decision making. The methods and process of vendor selection have undergone great changes during the past years, and the criteria and methods of vendor selection have changed and improved to a large extent. The single-item, multiple-vendor selection problem is well studied in the vendor selection literature. However, only a few papers in the literature discuss the multiple-item, multiple-vendor selection problem. This paper presents a new rank-and-choose decision model for vendor selection problem. The proposed approach is illustrated by a numerical example.

Number of references: 25

Main heading: Decision making

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Decision modeling - Methods and process - Multiple items - Multiple vendors - Operational decision making - Strategic management - Vendor Selection

Classification code: 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

62. Exploring business intelligent indexes of a Korean style theme restaurant in Taiwan

Accession number: 20130716014394

Authors: Liu, Tsong-Zen (1); Fang, I.-Jung (2); Chen, Huei-Jyun (2)

Author affiliation: (1) Department of Food and Beverage Management, National Kaohsiung University of Hospitality and Tourism, Taiwan; (2) Graduate Institute of Hospitality Management, National Kaohsiung University of Hospitality and Tourism, Taiwan

Corresponding author: Liu, T.-Z. (ltzen@mail.nkhu.edu.tw)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 298-304

Language: English

ISSN: 16830040

Document type: Conference article (CA)

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Recently, the major development of food & beverage management information system had changed from the point-of-sale (POS) system for stand-alone restaurant to the combination of headquarter control mechanism and E-commerce operation strategy (also called chain-integration applications). Development of enterprise business intelligence (BI) becomes one of the strategic solutions as facing the complex competition business environment. The goal of this paper is to explore the business intelligent indexes of a Korean style theme restaurant in Taiwan and verify

some of these indexes by analyze the business data of this restaurant. Four research methods will be used in this paper including literature analysis, site observation, case interview and business data analysis. This paper proposed 18 operation KPIs which are sorted out with Balanced Scorecard (BSC) concept for the target restaurant. The constraint business financial data at two months of this restaurant were used to verify the effectiveness of proposed KPIs. Results of this paper showed that the expected operation KPIs are effective and concentrate much more in the financial and customer dimensions.

Number of references: 18

Main heading: Strategic planning

Controlled terms: Competition - Electronic commerce - Electronics industry - Information analysis - Information management

Uncontrolled terms: Balanced scorecards - Business environments - Business intelligent - E-commerce operations - Integration application - Key performance index - Literature analysis - Theme restaurant

Classification code: 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 911.2 Industrial Economics

Industrial Economics

- 912.2 Management

Management

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

63. Strategic alignment: ITIL perspective

Accession number: 20130716014413

Authors: Esmaili, Haleh Bagher (1); Gardesh, Hassan (2); Sikari, Shahram Shadrokh (3)

Author affiliation: (1) Department of Industrial Research Studies, Sharif University of Technology, Tehran, Iran; (2) Department of Information Technology, VIRA Universal Company, Tehran, Iran; (3) Department of Industrial Engineering, Sharif University of Technology, Tehran, Iran

Corresponding author: Esmaili, H.B.(arceoptrix@gmail.com)

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

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

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Issue date: 2010

Publication year: 2010

Pages: 457-462

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The literature suggests that organizations cannot be competitive if their business and information technology strategies are not aligned. Yet achieving strategic alignment continues to be a major concern for business executives. A number of alignment models have been offered in the literature, primary among them the Strategic Alignment model (SAM) and IT Governance (via ITIL). As there is no published research that attempts to present how effective ITIL V3 is to align business and IT in strategic level, this paper reports on determining aligning roles of ITIL by applying it to the SAM framework. In this regard, the ITIL Strategic Alignment model is proposed to describe ITIL V3 approach of strategic aligning business and IT. The primary aims of this paper are to demonstrate that ITIL has conceptual and practical competencies to strategic alignment of business and IT. It is described that ITIL uses IT as a mean to meet business strategies and goals, support business maturity and recognize new initiatives for the business.

Number of references: 13

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Business - IT alignments - Business executives - Business strategy - Information technology strategy - ITIL - Strategic alignment - Strategic alignment models - Strategic level

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

64. A design functionality study of IDM web-stores

Accession number: 20130716014362

Authors: Sharma, Ravi S. (1); Alexander, Nisha (1); Ho, Wei-Ching (1); Arasu, Prem-Kumar (1)

Author affiliation: (1) Special Interest Group on Interactive Digital Enterprise, Nanyang Technological University, Singapore, Singapore

Corresponding author: Sharma, R.S.(NRFproject@ntu.edu.sg)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 42-52

Language: English

ISSN: 16830040

Document type: Conference article (CA)

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: One of the advantages of conducting business over the Internet is the ability to collect information about customer preferences in order to serve them accordingly. Personalisation provides a means of doing this. In this paper, we have attempted to study the effect of personalisation on the success of IDM web-stores. The major contribution of our paper is the extension of the IDM Platform Functionality Model of Srinivasan et al [24] to include personalisation. The second contribution is the investigation of six personalisation features that specify and describe this functionality in its various forms. We have used both quantitative and qualitative research techniques such as click-stream analysis and emphatic design in a focus group. Our findings suggest that personalisation is a significant component of IDM web-store design.

Number of references: 26

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Clickstreams - Customer preferences - Design functionality - Focus groups - Personalisation - Platform functionalities - Quantitative and qualitative researches - Web stores

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

65. A review of factors influencing user satisfaction in Indonesia's online newspaper

Accession number: 20130716014386

Authors: Widjaja, Nathalia Devina (1); Tanoey, Nathan (1)

Author affiliation: (1) School of Information Systems, Binus University International - Binus Business School, Jakarta, Indonesia

Corresponding author: Widjaja, N.D.(nwidjaja@binus.edu)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

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Language: English

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Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: This study examined the correlation between information (content, accuracy, format, and timeliness), system (ease of use) and two additional factors i.e pricing and environment toward user satisfaction in Indonesia's online newspaper based on Doll and Torkzadeh framework. The benefit of this research is to facilitate current online newspaper providers to be more focus on factors that contribute to user satisfaction thus can increase its quality and user satisfaction as well. Furthermore, it is also purposed to endorse newspaper to have online version and facilitate them on what factors contribute to user satisfaction so they can go online with competitive advantage along with the existence online newspaper providers. The study identified three factors that influence Indonesia's online newspaper user satisfaction such as content, ease of use, and pricing.

Number of references: 24

Main heading: Newsprint

Controlled terms: Competition - Costs - Electronic commerce - Electronics industry - Websites

Uncontrolled terms: Competitive advantage - Ease-of-use - Indonesia - Online newspaper - Online versions - User satisfaction

Classification code: 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 911.2 Industrial Economics

Industrial Economics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

66. The impact of power on information sharing in e-government

Accession number: 20130716014397

Authors: Yan, Zhijun (1); Gao, Ye (1); Zhang, Dongsong (2); Wang, Tianmei (3)

Author affiliation: (1) School of Management and Economics, Beijing Institute of Technology, Beijing, China;

(2) Department of Information Systems, University of Maryland, Baltimore County, United States; (3) School of Information, Central University of Finance and Economics, Beijing, China

Corresponding author: Yan, Z.(yanzhijun@bit.edu.cn)

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

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Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: In the digital era, information sharing is of utter importance to improving the quality and benefits of government services. At present, there is a lot of information housed by and distributed among different government

agencies, which poses significant challenges and barriers to information sharing and dissemination. This paper presents a research model that examines some crucial factors, including administrative power, trust, perceived risk, and power games, that may affect information sharing in e-Government. The administrative power can be classified as coercive power and coordinated power. Trust, perceived risk, and power games are introduced as moderators of the power on information sharing in the research model. Results of our empirical study indicate that coercive power and coordinated power positively affect information sharing, and such effects are moderated by trust among employees and power games. The research and practical implications of this study are also discussed.

Number of references: 47

Main heading: Information dissemination

Controlled terms: e-government - Electronic commerce - Electronics industry - Information analysis

Uncontrolled terms: Coordinated power - Digital era - Empirical studies - Government agencies - Government services - Information sharing - Perceived risk - Research models

Classification code: 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 903.2 Information Dissemination

Information Dissemination

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

67. A solution to the problem of "Credit discrimination against SME": From cross organization information sharing of G2B E-government

Accession number: 20130716014436

Authors: Song, Mei (1); Guo, Wen-Bo (1); Zhang, Peng-Zhu (1); Fan, Jing (2)

Author affiliation: (1) Shanghai Jiao tong University, 535 Fa Hua Zhen Rd., Shanghai, 200052, China; (2) Beijing Foreign Studies University, 2 North Xisanhuan Avenue, Haidian District, Beijing, 100089, China

Corresponding author: Song, M.

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

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Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

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Pages: 661-668

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ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: To solve the problem of "Credit Discrimination against SME", firstly the relevant literature concerning the approaches to the problem is reviewed and deficiencies are pointed out. Then the role of government and the mode of credit information sharing in foreign countries are analyzed, which can be valued as the practice basis of E-government services design. Finally, on the basis of policies and regulations and actual situation in China and theoretical analysis, the paper constructed the value of cross-organizational information sharing service value network and services model, and designed E-government service system in SME lending decisions and supervision, as a new perspective to solve the problem of the discrimination. This study provides a reference for developing countries that have a similar problem of "Credit Discrimination against SME" and same conditions of credit information.

Number of references: 31

Main heading: Information dissemination

Controlled terms: Developing countries - Discriminators - e-government - Electronic commerce - Electronics industry - Information analysis - Information services

Uncontrolled terms: Credit Discrimination against SME - Cross-organizational - Cross-organizations - E-government services - Foreign countries - Information sharing - Service value network - Services modeling

Classification code: 713.3 Modulators, Demodulators, Limiters, Discriminators, Mixers
Modulators, Demodulators, Limiters, Discriminators, Mixers
- 723.5 Computer Applications
Computer Applications
- 903 Information Science
Information Science

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

68. The evaluation and process of the lateral marketing

Accession number: 20130716014400

Authors: Yang, Nan (1)

Author affiliation: (1) School of Economics and Management, Zhongyuan University of Technology, Zhengzhou, China

Corresponding author: Yang, N.(iamyangnan@sina.com)

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

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

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Publication year: 2010

Pages: 352-355

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: With the marketing theory developing, the new marketing concept of Lateral marketing emerged. Lateral marketing involves bringing an unrelated idea to the exiting offering and seeing if the combination manages to create a new category, It is to create a new category or market with the possibility of the process. Based on the modern marketing theory, modern competitive theory and production innovation theory, this paper offered a basic mode of lateral marketing and a new idea and method for the study on marketing of Chinese enterprises. The paper carried on key research to assess the value and the process of lateral, and analysed the significance of the Lateral marketing theory. It summed up the methods on the lateral marketing theory. The paper discusses the value and significance of the lateral marketing, and discussed the process of the implementation in the lateral marketing. Based on the case, it analysed the case in term of studying in lateral marketing, and got the general methods on practice which fit on chinese enterprises.

Number of references: 5

Main heading: Marketing

Controlled terms: Electronic commerce - Electronics industry - Processing

Uncontrolled terms: Chinese enterprise - Evaluation - General method - Innovation theory - Lateral marketing - Marketing concept - Theory developing

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

- 913.4 Manufacturing

Manufacturing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

69. Thai gamers' attitude toward product placement in online games

Accession number: 20130716014360

Authors: Tangmanee, Chatpong (1); Rustanavibul, Jadtana (1)

Author affiliation: (1) Chulalongkorn Business School, Chulalongkorn University, Bangkok, Thailand

Corresponding author: Tangmanee, C.(chatpong@acc.chula.ac.th)

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

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

Issue title: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Issue date: 2010

Publication year: 2010

Pages: 27-34

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 10th International Conference on Electronic Business - Service-Oriented E-Business, ICEB 2010

Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Marketers have been more attentive to advertisement in online games. Product placement via movies or news reports have been recognized; however, little is known about the placement in Thai online games. This study thus attempts to (1) report the profile of Thai online gamers, (2) explore their attitude toward in-game placement, and (3) analyze their awareness and product recall. Based on the 253 number of usable questionnaires, Thai online gamers are mainly young, male students, spending 2-9 hours a day playing the games. They perceived congruence between game content and in-game placement and did not object to have commercials in the games. Although 86% of the samples were aware of ingame placement, their product recall is fairly low. In addition to extending insight into online advertisement in the context of Thai gamers, marketers could arrange a more proper marketing plan based on these results.

Number of references: 27

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry - Marketing - Online systems - Surveys

Uncontrolled terms: Attitude - Game contents - Marketing plan - On-line games - Online advertisements - Product placement - Product recalls - Thai gamers

Classification code: 722.4 Digital Computers and Systems
Digital Computers and Systems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Numerical data indexing: Percentage 8.60e+01%

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

70. A study on mobile requirements elicitation by boilerplate requirements specification language

Accession number: 20130716014431

Authors: Gopalakrishnan, Sundar (1); Sindre, Guttorm (1)

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Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: With the increasing use of mobile information systems, mobile devices are being used for gradually more complex tasks. Therefore it is also necessary to pay more attention to requirements methods for such systems. One way of supporting requirements engineering is through templates for how to write requirements, often guided by taxonomies. In this paper we propose templates especially for mobility-related requirements, based on a combination of so-called requirements boilerplates as presented by Hull et al. and a taxonomy of mobility-related requirements presented in a previous publication by ourselves. The proposed requirements templates are illustrated by examples, and our work indicates that mobility-related requirements specification may benefit from the use of boilerplates as long as natural language remains an important part of such specifications.

Number of references: 24

Main heading: Electronics industry

Controlled terms: Carrier mobility - Electronic commerce - Information use - Mobile telecommunication systems - Requirements engineering - Specification languages - Specifications - Taxonomies

Uncontrolled terms: Boilerplate RSL - Complex task - Mobile information systems - Natural languages - Requirements elicitation - Requirements specification language - Requirements specifications - Requirements templates

Classification code: 712.1 Semiconducting Materials

Semiconducting Materials

- 723.1.1 Computer Programming Languages

Computer Programming Languages

- 723.5 Computer Applications

Computer Applications

- 902.2 Codes and Standards

Codes and Standards

- 903 Information Science

Information Science

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

71. Assessing the influence of citizen emotions on e-government satisfaction in service recovery situations

Accession number: 20130716014425

Authors: Liu, Yan (1); Zhou, Changfeng (2)

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Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: E-government involves many aspects of public administration ranging from introducing new technology to provide citizens with access to programs, services and information via the online channel. Citizen's emotion plays a significant role in e-government satisfaction, but much less is known about citizen emotions. The purpose of this study is to explore how citizen emotions affect satisfaction in e-government service recovery. The citizen's psychology mechanism under the service recovery circumstance is carefully studied, and a conceptual model among the key constructs of citizen's emotion and citizen satisfaction of e-government is developed. The method of Structural Equation Modeling (SEM) is adopted to verify the internal quality of the proposed measurement model. The empirical results indicated that positive emotions have a significant impact on citizen satisfaction of e-government and no significant impact of negative emotions. Furthermore, our study identifies that perceived justice and perceived service quality that influence citizen satisfaction.

Number of references: 11

Main heading: e-government

Controlled terms: Electronic commerce - Electronics industry - Information services - Public administration - Quality of service - Recovery - Technology transfer

Uncontrolled terms: Conceptual model - E-government services - Internal quality - Measurement model - Perceived service qualities - Positive emotions - Service recoveries - Structural equation modeling

Classification code: 723.5 Computer Applications

Computer Applications

- 903.4 Information Services

Information Services

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

72. The impact of experience in service virtualization on travel intention - The case of forbidden city tour

Accession number: 20130716014370

Authors: Shen, Chien-Li (1); Liang, Yen-Chang (1); Li, Eldon Y. (1)

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

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Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The advent of Internet and home shopping economy in the recent years has reduced the intention of people to leave home for sightseeing. This has significantly impacted the growth of physical tourism industry. This paper utilizes the virtual tour of Forbidden City to conduct a sequence of experiments in tourism experience. Before using the system, Theory of Planned Behavior and Involvement are employed to measure the intention of traveling. After

then, two constructs, emotion and system, are adopted to explore how the experiential value of virtual tourism impacts the intention of travelling. The experience of tour virtualization allows customers to create unforgettable feelings in the virtual world. It can affect not only the customer's experiential value of virtual tourism, but also intention of traveling in the future.

Number of references: 44

Main heading: Leisure industry

Controlled terms: Electronic commerce - Electronics industry - Tourism - User experience - Virtual reality - Virtualization

Uncontrolled terms: Behavior intention - Experiential value - Service experience - Service virtualization - Theory of Planned Behavior - Virtual experience - Virtual tour - Virtual worlds

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

73. Comparison of University e-party construction between developed regions and minority regions: A case study on Changjiang River delta region and boarder region Among Hunan, Hubei, Chongqing and Guizhou

Accession number: 20130716014366

Authors: Luquan, Jiang (1); Yinchun, Wang (2, 3)

Author affiliation: (1) Antai College of Economics and Management, Shanghai Jiaotong University, Shanghai, China; (2) Foreign Studies College of Jishou University, Jishou, Hunan, China; (3) Marxism College of Shanghai Normal University, Shanghai, China

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Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: The e-party is an inevitable choice for the innovation of CPC construction in universities. Based on comparative study of university e-party construction status between developed regions and minority regions as well as the e-party maturity model, with a view to improving university e-party construction in minority regions, three strategies have been put forward in this thesis. Firstly, raising awareness of CPC members and cadres and taking e-party construction in the performance evaluation system; secondly, systemizing e-party affairs management and standardizing e-party construction platform; and thirdly, enhancing the attractiveness of university websites of party affairs and strategies for the construction of a Marxist learning party.

Number of references: 6

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Changjiang river delta - Comparative studies - Construction status - Developed regions - Minority regions - Performance evaluation system - Strategy - University E-party

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

74. Dynamic partnership in online logistics community

Accession number: 20130716014438

Authors: Wong, Wai Hung (1); Chu, Sung Chi (2); Hui, Yer Van (3)

Author affiliation: (1) Department of Supply Chain Management, Hang Seng Management College, Hong Kong; (2) Center of Cyber Logistics, Chinese University of Hong Kong, Hong Kong; (3) College of Business, City University of Hong Kong, Hong Kong

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Agents of various capabilities in the logistics community individually or together collaboratively serve very different shipment requests offline. With the challenges of global e-business, the capabilities of collaborative partnering and planning online increase agents' competitiveness and enhance logistics process performance. In this paper, we define dynamic partnership - a conceptual underpinning to maximize the four e-rights for the online logistics community. Three core factors, namely credibility, reliability and viability are introduced to guide successful partnership online. A survey of logistics service providers in Hong Kong confirms the relevancy of the four e-rights and three core factors in collaboration efforts. A conceptual analysis with respect to partnership flexibility, collaboration and performance of dynamic partnership is given. To realize such partnership in the logistics community, the electronic platform requirements are identified.

Number of references: 41

Main heading: Electronics industry

Controlled terms: Competition - Electronic commerce - Mergers and acquisitions

Uncontrolled terms: Collaboration efforts - Conceptual analysis - Core factors - eBusiness - Electronic platforms - Hong-kong - Logistics process - Logistics service provider

Classification code: 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

75. Method for web service composition discovery based on association rules

Accession number: 20130716014374

Authors: Fuzan, Chen (1); Minqiang, Li (1); Jisong, Kou (1)

Author affiliation: (1) School of Management, Tianjin University, Tianjin, China

Corresponding author: Fuzan, C.

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Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Web service plays an important role in implementing Service Oriented Architecture (SOA) for achieving dynamic business process. With the increased number of web services advertised in public repository, it is becoming vital to provide an efficient web service composition mechanism with respect to user's requirement. In this paper, a service composition approach based on association rules is proposed in the sense of knowledge discovery. This approach includes two steps: firstly, frequent web services will be enumerated in the dataset of history service composition transactions. Secondly, execution path, the basic unit of composite service, will be generated based on concepts extracted from SOA domain and association rules implied in frequent services. In addition, frequent services mining algorithm is put forward based on a structure of Adjacent-Lattice, and experiments are given to show the effectiveness of the mining algorithm.

Number of references: 16

Main heading: Web services

Controlled terms: Association rules - Data mining - Electronic commerce - Electronics industry - Information services - Quality of service - Service oriented architecture (SOA) - Websites

Uncontrolled terms: Basic units - Composite services - Dynamic business process - Execution paths - Mining algorithms - Public repositories - Service compositions - Web service composition

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 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

- 903.4 Information Services

Information Services

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

76. Using fuzzy sentiment computing and inference method to study consumer online reviews

Accession number: 20130716014398

Authors: Zhao, Narisa (1); Li, Yuan (1); Wang, Jianjun (1)

Author affiliation: (1) School of Management, Dalian University of Technology, Dalian, China

Corresponding author: Zhao, N.(nmgnrs@dlut.edu.cn)

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Language: English

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: As a new type of word-of-mouth information, online consumer reviews possess critical information regarding consumer's concerns and their experience with the product or service. Such information is considered essential to firms' business intelligence which can be utilized for the purpose of production recommendation, personalization, and better customer understanding. This paper considers the problem of online reviews sentiment mining based on the theory of consumer psychology and behavior. Given the fuzzy attribute nature of the online reviews, we have established fuzzy group bases of consumer psychology. Four fuzzy bases, including features, sense, mood and evaluation, are established. The consumer attitude elements are reflected by natural language reviews. A fuzzy sentiment computing algorithm of online reviews for consumer sentiment is developed, and a fuzzy rule base is also presented based on consumer decision-making process. Finally it shows by means of an experiment that the proposed approach is very well suited as an analysis tool for the online reviews sentiment mining problem.

Number of references: 29

Main heading: Consumer behavior

Controlled terms: Computation theory - Decision making - Electronic commerce - Electronics industry - Fuzzy inference - Fuzzy rules - Sentiment analysis

Uncontrolled terms: Computing algorithms - Consumer decision making - Customer understanding - Fuzzy groups - Fuzzy sentiment computing - Online consumer reviews - Online reviews - Word-of-mouth informations

Classification code: 721.1 Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

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

- 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 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

77. Integrating PPC and flat fee pricing schemes to optimize the internal search engine revenue in the electronic market

Accession number: 20130716014405

Authors: Li, Pei (1); Dai, Jun (1); Lin, Zhangxi (2)

Author affiliation: (1) Department of Management Information Systems, School of Economic Information Engineering, Southwestern University of Finance and Economics, Chengdu, China; (2) College of Business Administration, Texas Tech. University, Lubbock, TX 79409-2101, United States

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Publication year: 2010

Pages: 389-397

Language: English

ISSN: 16830040

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Conference date: December 1, 2010 - December 4, 2010

Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Currently, the predominant pricing plan for the search engine (SE) advertising services in a proprietary electronic market is a flat fee (FF) pricing. These services have faced the challenge of customer attrition recently since FF pricing results in the inequality of service surplus among subscribers. A more sustainable and profitable pricing model would be to distinguish advertising resources by providing an additional usage-based pricing for certain user groups to transfer the service surplus among subscribers. We conceive a hybrid model integrating Pay-Per-Click (PPC)

pricing into FF pricing. This proposed scheme can offer an incentive-compatible mechanism to attract more subscribers by relieving the inequity of service surplus, and eventually result in the increasing revenue of service providers.

Number of references: 19

Main heading: Costs

Controlled terms: Electronic commerce - Electronics industry - Marketing - Search engines

Uncontrolled terms: Flat fee - Incentive compatible mechanisms - Market efficiency - Pricing models - Search engine marketings

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

78. The roles of social capital in online P2P lending markets under different cultures: A comparison of China and America

Accession number: 20130716014381

Authors: Qiu, Jiaxian (1); Xu, Yun (1); Chen, Dongyu (1); Zhang, Guosheng (1)

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Corresponding author: Qiu, J.(Jessiejqx@gmail.com)

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

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Conference location: Shanghai, China

Conference code: 95368

Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Online P2P (People-to-People or Peer-to-Peer) lending has very rapid development since it was appeared in 2005. In order to mitigate asymmetric information between borrowers and lenders, some online P2P market allows members building their social networks (such as Prosper, CommunityLend, PPDai etc). By empirical analyzing the transaction data of Prosper (largest P2P market in US) and PPDai (largest P2P market in China), the paper verifies that the social capital systems have a positive influence on borrower's loan performance on the markets. However, on both markets, the loan interest rate mainly depends on borrower's hard information rather than their social capital. Furthermore, it concludes that borrower' social network in PPDai is much more useful and effective than in Prosper by comparing the empirical results, which could be helpful for the credit system development of Chinese online P2P lending markets based on the conclusions.

Number of references: 33

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry - Finance - Peer to peer networks

Uncontrolled terms: Asymmetric information - Credit system - Cross culture - Interest rates - Loan Performance - P2p lending - Social capitals - Transaction data

Classification code: 722 Computer Systems and Equipment

Computer Systems and Equipment

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

79. Sentiment community: A new way to learn users' sentiments in social network - A preliminary study

Accession number: 20130716014415

Authors: Xu, Kaiquan (1); Liao, Stephen (1); Li, Xin (1); Xu, Xin (2)

Author affiliation: (1) Department of Information Systems, City University of Hong Kong, Hong Kong; (2) Department of E-Commerce and IM, Southwest Jiaotong University, China

Corresponding author: Xu, K.(kaiquan.xu@student.cityu.edu.hk)

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Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Many enterprises begin to use Social Network Sites (SNS) as an important channel and platform to do online marketing and reputation management, because users' interactions in SNS have more effective impacts on customers' buying decisions and images of enterprises than traditional websites. To do this, the enterprises need to learn and trace users' sentiments on their products/services for designing appropriate business strategies. In this study, the sentiment community is proposed as a method for this. The sentiment communities with different polarities in SNS usually represent groups of users with different preferences, and discovered sentiment communities is very useful for enterprises to do customer segmentation and target marketing. Also the evolvement of sentiment communities is explored, so that enterprises can easily trace users' sentiments and learn their diffusions in SNS. In this paper, a novel method is proposed for discovering users' sentiment communities, and an initial experimental evaluation is executed.

Number of references: 19

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry - Marketing - Product design

Uncontrolled terms: Business strategy - Buying decisions - Customer segmentation - Experimental evaluation - Online marketing - Reputation management - Target marketing - Use social networks

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

- 913.1 Production Engineering

Production Engineering

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

80. How e-servqual affects customer's online purchase intention?

Accession number: 20130716014433

Authors: Lin, Shu-Chiung (1); Lin, Sheng Wei (2); Yen, Tan Chin (1); Yu, Ying-Ping (1); Yang, Pei-Hwa (3)
Author affiliation: (1) Department of Information Management, College of Management, Tatung University, Taipei, Taiwan; (2) Science and Technology Policy and Information Center, National Applied Research Laboratories, Taiwan; (3) Office of Students Affairs, Tatung University, Taipei, Taiwan
Corresponding author: Lin, S.-C.(sclin@ttu.edu.tw)
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Conference location: Shanghai, China
Conference code: 95368
Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.
Publisher: CEUR-WS
Abstract: With the boom of Internet, Internet has become one of the consumers' online shopping channels. However, there is different in online shopping situation is because of consumers in different cultures and countries have different online shopping behavior is worth to discuss. This study is to explore the Internet users' online shopping situation in developing country, Malaysia, and 118 questionnaire respondents were collected. Statistical analysis software SPSS 17.0 and AMOS 6.0 were used to analyze the impact on e-service quality, satisfaction, trust, and purchase intention. The model fit of this study was in an acceptable level, and this indicates that the theoretical model of this study supports the description of e-service quality for e-retailers that online shopping situation will be effected by trust and satisfaction. The result of this study will be available for those who interested in developing a transnational e-retailer as a reference, as well as academic research on cross-cultural comparative analysis.
Number of references: 18
Main heading: Electronic commerce
Controlled terms: Consumer behavior - Developing countries - Electronics industry - Purchasing - Quality control - Quality of service - Sales
Uncontrolled terms: Academic research - Comparative analysis - E-service quality - Purchase intention - Satisfaction - SERVQUAL - Theoretical modeling - Trust
Classification code: 723.5 Computer Applications
 Computer Applications
 - 913.3 Quality Assurance and Control
 Quality Assurance and Control
 - 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

81. The efficiency, technology and the independence study of the database outsourcing security service

Accession number: 20130716014410
Authors: Li, Yinxu (1); Shen, Huizhang (1); Huang, Wayne W. (2); Zhao, Jidi (1)
Author affiliation: (1) Antai College of Economics and Management, Shanghai Jiao Tong University, Shanghai, China; (2) Department of MIS, College of Business, Ohio University, OH, United States
Corresponding author: Li, Y.(rocky8641@hotmail.com)
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Sponsor: Shanghai Jiaotong Univ., Antai Coll. Econ. Manage.

Publisher: CEUR-WS

Abstract: Clients who adopt data outsourcing services tend to store their data in the media provided by the services providers. While through data analysis, author found that there're no reliable promises in data securities as the services providers could not assure that the outsourced information won't be disclosed by some third parties. Such as natural disasters, some emergencies or crimes committed by in-house staffs and so on. Which means that if the information is stored in clear text, the risk of that the data might be disclosed or interpolated will always exists. Therefore, author point out that only when data stored in the cipher text form and the process of encryption/decryption is managed by the users could guarantee the data real security and privacy. So it comes to the study of "efficiency, technology and the independence" in database outsourcing services when the users have to encryption and decryption by themselves. Based on the research and analysis of the problem, this paper tries to driving the solution of implementation strategy and methods.

Number of references: 32

Main heading: Cryptography

Controlled terms: Disasters - Efficiency - Electronic commerce - Electronics industry - Outsourcing - Security of data

Uncontrolled terms: Data outsourcing - Encryption and decryption - Encryption/decryption - Implementation strategies - Outsourcing services - Provocateur - Research and analysis - Security and privacy

Classification code: 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 913.1 Production Engineering

Production Engineering

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

82. Antecedents of e-service continuance: An empirical study on Chinese online travel services users

Accession number: 20130716014363

Authors: Li, Hongxiu (1); Liu, Yong (2); Mäntymäki, Matti (1)

Author affiliation: (1) Turku Centre for Computer Science (TUCS), Information Systems Science, School of Economics, University of Turku, Turku, Finland; (2) IAMSR, Turku Centre for Computer Science (TUCS), Åbo Akademi University, Turku, Finland

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Conference date: December 1, 2010 - December 4, 2010

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Abstract: Electronic services (e-services) have become widely accepted by the customers. At the same time, customer retention remains to be a key managerial challenge. This calls for further research identifying the determinants of continuous e-service use. However, research examining service quality as a determinant of continuous e-service use is scant. This study proposes a model for examining the e-service continuance intention by incorporating perceived ease of use and perceived service quality in the IS continuance model of Bhattacharjee (2001). The model is empirically tested with a data collected from 543 Chinese online travel service users and analyzed using PLS. The model was found to explain 38.9 percent of the continuance intention. Perceived service quality was found to be a significant antecedent of continuance intention together with satisfaction and perceived usefulness. Furthermore, the results suggest that users' affect (satisfaction) is becoming a salient predictor of the continuance intention in the e-services setting, and the construct of perceived e-service quality should be considered in IT continuance research. The paper concludes that perceived e-services quality, as an important construct, should be considered in future IT continuance research.

Number of references: 40

Main heading: Quality of service

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Continuance intentions - Customer retention - E-service quality - Electronic services - Empirical studies - Perceived ease of use - Perceived service qualities - Perceived usefulness

Classification code: 723.5 Computer Applications

Computer Applications

Numerical data indexing: Percentage 3.89e+01%

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83. An integrated bus and taxi routes for a mobile trip planning system

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Abstract: With the popular usage of Google Maps and smart phones, more and more people are using smart phones to surf and inquire about travel information. As a result, every major city plans to push the existing online public transportation trip planning system beyond traditional computer users to mobile phone users. The trip planning system is based on the starting and ending points that a user inputs, and guides the user to take a bus or metro through an electronic map interface. The system usually provides different kind of alternative travel routes with the estimated time of arrival. However, people who use the public transport system may encounter some uncertainties, such as long waiting times, long routes, long walking distances, etc. In each big city, the taxi is a universal transport vehicle which is available at almost anytime, anywhere. Taxis can save passengers' walking distance and travel time with a deficit of high cost. Therefore, we design a trip planning system to unify the Taipei public transportation system with taxis. The users can inquire of a travel route through the mobile phones. This system uses Google Maps as a base map. The users assign an upper limit of fare which they are willing to pay. The system will balance between travel time and travel

cost to obtain a route which may combine usage of the bus and taxi. Because of the high density of bus stations in Taipei city, the route search may consume a lot of system resources. We propose an improvement method to eliminate some intermediate bus stations in route search processing.

Number of references: 15

Main heading: Buses

Controlled terms: Bus terminals - Electronic commerce - Electronics industry - Smartphones - Taxicabs - Transportation routes - Travel time

Uncontrolled terms: Estimated time of arrivals - Google maps - Public transport systems - Public transportation - Public transportation systems - Taxi - Traditional computers - Trip planning

Classification code: 431 Air Transportation

Air Transportation

- 432 Highway Transportation

Highway Transportation

- 432.2 Passenger Highway Transportation

Passenger Highway Transportation

- 433 Railroad Transportation

Railroad Transportation

- 434 Waterway Transportation

Waterway Transportation

- 662.1 Automobiles

Automobiles

- 663.1 Heavy Duty Motor Vehicles

Heavy Duty Motor Vehicles

- 718.1 Telephone Systems and Equipment

Telephone Systems and Equipment

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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