

Keynotes & Panels

Keynote Speech: *Technology and Management Aspects in Electronic Business*

Prof. Chiang Kao, President, National Cheng Kung University

Keynote Speech: *Scientific Research in Taiwan*

Prof. Che-Ho We, Chairman, National Science Council, Taiwan

Keynote Speech: *Challenges and Opportunities of e-Business in the Next Decade*

Dr. Quincy Lin, Senior Vice President & CIO, TSMC, Taiwan Semiconductor Manufacturing Company Ltd

Keynote & Panel Discussion I

Keynote: *Fifty Years On – Business Computing in 2051*

Prof. Phillip Ein-Dor, Tel-Aviv University; President, Association for Information Systems;
Founding Editor, Journal of the Association of Information Systems

Moderator: Prof. Waiman Cheung, The Chinese University of Hong Kong

Panelists: Hemant Jain, Wisconsin Distinguished Professor, University of Wisconsin – Milwaukee;
Jian Chen, Tsinghua University;
Chyan Yang, National Chiao Tung University

Keynote & Panel Discussion II

Keynote: *A World Safe for Exchanging Digital Information*

Steve Chang, Founder, Chairman and CEO of Trend Micro Inc.

Moderator: Dr. Jyh-Sheng Ke, Vice President, Institute for Information Industry, Taiwan

Panelists: Shun-I Chu, President, ZyXEL Communications Corporation;
Wayne Pai, President, Polaris Securities Group;
Terence Liao, General Manager of Business Critical System and Software Group of HP Taiwan

Keynote & Panel Discussion III

Keynote: *Problems and Research Aspects of Web Security*

Prof. Edgar H. Sibley, Eminent Scholar, George Mason University; Editor, Information & Management

Moderator: Dr. Bao-Shuh Paul Lin, Vice President & General Director, Computer & Communications Research Laboratories, Industrial Technology Research Institute, Taiwan

Panelists: Shrane Koung Chou, National Chengchi University;
Baoding Liu, Tsinghua University;
Jing-Jang Hwang, Chang Gung University

Keynote & Panel Discussion IV

Keynote: *Human Aspects: An Important Factor for Successful e-Business*

Prof. Po-Lung Yu, Distinguished Professor, National Chiao Tung University;

C. A. Scupin Distinguished Professor, KU Business School, University of Kansas

Moderator: Prof. Han-Lin Li, Dean, College of Management, National Chiao Tung University

Panelists: James Ang, National University of Singapore;

Ting-Peng Liang, National Sun Yat-Sen University / The Chinese University of Hong Kong

Journal Editor Panel Discussion

Moderator: Prof. Eldon Y. Li, Founding Editor, International Journal of Electronic Business

Panelists: Timon C. Du, Managing Editor, International Journal of Internet and Enterprise Management;

Phillip Ein-Dor, Founding Editor, Journal of AIS;

G. S. Kuo, Editor-in-Chief, IEEE Communications Magazine;

Jos Lemmink, Editor, International Journal of Service Industry Management;

Edgar H. Sibley, Editor, Information & Management;

HsiuJu Rebecca Yen, Managing Editor, International Journal of Internet Marketing and Advertising

Industrial Presentation: *What is e-Business? And Why is it crucial to the future success of your business?*

Dr. Mike H. C. Lee, President & COO of Com2B Corp.

Keynotes

Technology and Management Aspects in Electronic Business

Chiang Kao

President of National Cheng Kung University, Tainan, Taiwan

Technology has been considered by most people as a key factor to the success of economic development of a country and productivity improvement of an industry. An argument is that without the support of sound management systems, the contribution of technology would be limited. In an empirical study, it is found that the productivity of the machinery firms in Taiwan is affected by both technology and management. The mathematical relation is $\text{Productivity} = 1.7836(\text{Technology})^{0.0449}(\text{Management})^{0.3357}$. The exponent of Management is approximately 7.5 times of that of Technology, indicating that the former is 7.5 times effective than the latter in improving productivity. With that equation, a firm is able to derive suitable strategies to improve productivity taking into account the constraint on time and budget. The same concept should be applicable to Electronic Business. A research topic will be developing proper measurements for technology, management, and performance indicators for Electronic Business.

Fifty Years On – Business Computing in 2051

Phillip Ein-Dor

Professor and Chair of New Economy Information Systems

Faculty of Management

Tel-Aviv University

eindor@tau.ac.il

It is now just over 50 years since the deployment of LEO – the first business computer and application – in 1951. This presentation will attempt to look 50 years ahead in order to discern the nature and effects of business computing in 2051.

Scenarios will be offered of some possible business applications fifty years hence. These include the business information systems in space, the nature of manufacturing, and social effects.

The scenarios will serve as a basis for addressing a number of issues. These include the availability of technology to support the scenarios presented, the nature of organizations shaped by future information systems, the nature of employment in the new organizational structure, consumer-vendor relations in the new economy, the effects of the new information technology on the nature of national governments, and the effect of information technologies on the structure of the global economy.

Problems and Research Aspects of Web Security

Edgar H. Sibley

University Professor, Eminent Scholar
Information and Software Systems Engineering
George Mason University
esibley@gmu.edu

There are many different users of Web technology today, from people buying through electronic commerce systems to those using collaboration technology to work at a distance. Users assume a safe and uninterrupted session. The consequence of hackers, crackers, and denial of service attacks therefore becomes a major problem to organizations today. Research in the field is, however, complex and sometimes difficult.

The Keynote Speech will therefore deal with secure systems research, including:

- The difficulty in setting up a laboratory to perform such research and defining "normal" and "abnormal" traffic, tagging one so that it can be identified when analyzing the flow, both in front of and behind the firewall of an enclave;
- The detection of and partial relief from such attacks as mail bombs, viruses, and Distributed Denial of Service;
- Providing safe conversations across country boundaries for situations needing disclosure of material at designated times to participants; and
- Policy aspects that control such operations and their analysis.

Human Aspects: An Important Factor for Successful e-Business

Po-Lung Yu

Distinguished Professor, National Chiao Tung University

C. A. Scupin Distinguished Professor, KU Business School, University of Kansas

yupl@cc.nctu.edu.tw

Information technology has changed the landscape of doing business, streamlined line the information processing and changed the logistics of the flows of information, materials, cash and product designs of product and service. In this increasingly competitive business world, information technology plays a vital role in business management. However, decision making, strategic planning, consuming and designing are done by humans. If the products or services cannot satisfy the customers' needs or release their pains and frustrations, the product and service could not sell. The business will fail.

In order to have a competitive edge, a company must be able to have insight into potential customers' needs both currently and in the future. A business must understand customers' real pains and desires and produce and deliver products or services that satisfy their needs and relieve their pains and frustrations. In order to reach such a state of competitiveness, a company must become insightful about potential customers' needs and changes in those needs. In addition, it must have maximum flexibility and liquidity to reorganize resources—including human resources, skills, and information—to produce excellent, low-cost goods and services that satisfy the customers' needs ahead of its competitors. A company can compete and survive only by continuously renovating and improving. The company needs to be effective and efficient to design and produce products or services with a lower cost but higher quality. To do so, the company needs to continuously innovate in all areas, including designing, production skills, production procedures, channels of distribution, services and management reengineering, etc., so that it can be ahead of its competitors.

Our thoughts and thinking paradigms are represented by circuit patterns of our billions of neuron cells. These circuit patterns are our mental programs or human software, which drive our brains (a very super computer) to work. The totality of these circuit patterns and their operation are known as our habitual domains or human software. Our habitual domain or software goes with us wherever we go and has a great impact on our behavior and on our competitiveness. We can say that in ever-intensifying competitive situations, the key factor for organizations, industries, societies or nations to succeed and prosper is to continuously upgrade, expand and enrich their competence or habitual domains.

In this talk, we will introduce the concepts of behavior mechanism and habitual domain as to show how we can continuously innovate, enrich and upgrade our competence and competitiveness as to prosper in this very competitive e-era business.