

Paper Sessions

Session 1A: e-Service & Service Operations on the Web

Building E-Service Systems: From Planning to Implementation

Hiroshi Tsuji, Osaka Prefecture University

Masato Terada, Hitachi Ltd.

Cost and Benefit Analysis for E-Service Applications

Jie Lu, *Guangquan Zhang*, University of Technology, Sydney

Internal Customer Service: The Potential for E-Service

Simon Croom, *Robert Johnston*, University of Warwick

In-Depth Revealing Grid Based Web Service Provision Model: Grid Service Provision (GSP)

Huinan Xu, University of Surrey

Xiaoming Cong, University of Luton

Phil Seltsikas, University of Surrey

Kaushik Pandya, University of Luton

Session 1B: Collaborative Commerce & Group Support

Planning and Deployment of Collaborative Commerce: A Conceptual Framework

Ta-Tao Chuang, Gonzaga University

Kazuo Nakatani, Florida Gulf Coast University

Reciprocal Effect of Team Commitment and Media Richness in eCollaboration: A Conceptual Model

Suprasith Jarupathirun, *Hemant Jain*, University of Wisconsin – Milwaukee

Building and Managing Social Capital in Virtual Communities

Shafiz A. Mohd Yusof, *Liaquat Hossain*, Syracuse University

Research on Role-Centric Collaborative Technology

Wei-Dong Zhao, *Bin Cai*, Fudan University

Session 1C: SCM & e-Logistics

Perceived Importance of Success Factors of Firms Practicing E-Logistics in Supply Chain: An Exploratory Study on Extranet

Wing S. Chow, Hong Kong Baptist University

Collaborative Integration between IT Industry and Logistics Industry in Taiwan: A Case Study on T Company's E-Logistics Plan

Huei-Huang Chen, *Yu-Chung Hung*, *Ching-Chuan Hsieh*, Tatung University

Impact of Information Sharing in Supply Chain Management

Takahiro Tsukashiama, Hitachi, Ltd

Hisashi Onari, Waseda University

Toshimitsu Hamada, Nasu University

Upstream R&D Competition and Cooperation in a Two-Tier Supply Chain

Pei-Jun Huo, *Jian Chen*, Tsinghua University

Ji-Xiang Chen, Shanghai Jiao Tong University

Session 1D: Decision Support & Intelligent Systems

A Decision Support System for Construction Project Risk Assessment

Shih-Tong Lu, National Central University

Gwo-Hshiung Tzeng, National Chiao Tung University

An On-Line Personalized Promotion Decision Support System for Electronic Commerce

Chin-Feng Lee, S. Wesley Changchien, Yu-Jung Hsu, Chaoyang University of Technology

Efficiency Increase of Export On-Line Systems by Applying Multiple Criteria Decision Support Systems

Arturas Kaklauskas, Edmundas Kazimieras Zavadskas, Vilnius Gediminas Technical University

Antanas Zenonas Kaminskas, Lithuanian Government

Vaidotas Trinkunas, Jurate Kaklauskienė, Vilnius Gediminas Technical University

A Detailed Procedure for Using Copulas to Classify E-Business Data

Victor L. Berardi, B. Eddy Patuwo, Michael Y. Hu, Kent State University

Session 1E: Technology Management

Measuring IT Contribution to Company's Competitive Advantages

Edward Cheong-Tsair Ho, Harchand Singh Thandi, Swinburne University of Technology

Collectivism, Machiavellianism, Perceived Organizational Justice and Organizational Citizenship Behavior: An Empirical Study of Chinese Employees

Ruolian Fang, Vivien K.G. Lim, National University of Singapore

Applying Business Models for Risk Management in E-Business

Andrew Finegan, RMIT University

Implications of Virtual Interviews as a Global Recruitment Tool

Stevina Evuleocha, California State University, Hayward

Session 1F: Internet Marketing

The Internet Shopping Process: An Empirical Model, Research Findings, and Financial Implications

Tung-Zong Chang, Su-Jane Chen, Metropolitan State College

Internet Advertising: A Comparison of Pricing Strategy

Seng-Su Tsang, Jung-Kuo Chuang, Yuan Ze University

4Ws E-Marketing Strategy: A Conceptual Framework of its Antecedents and its Consequences on Web Performance

Luís Filipe Lages, Universidade Nova de Lisboa

Carmen Lages, Paulo Rita, ISCTE- Instituto Superior das Ciências do Trabalho e da Empresa

Consumer Perceptions of Traditional and Electronic Markets

Nitaya Wongpinunwatana, Thammasat University

Chanchai Buratavorn, Bank of Thailand

Panchama Vipamas, Siam Steel Cycle Company Limited

Sorajak Jantarabenjakul, Bank of Thailand

Session 2A: e-Business Entrepreneurship

E-Government Deployment for the 21st Century

Manual Avitia, Jonathan Lee, California Polytechnic & State University

E-Government and Lessons from E-Commerce: A Preliminary Study

Grace Zhaohui Liu, American Management Systems, Inc.

Russell K.H. Ching, Nancy Tsai, California State University, Sacramento

Taxation of Electronic Commerce

Peter Horn, L' Ecole Nationale des Ponts et Chaussees

The Systematic Thinking on the Development of Chinese E-Business

Shanchong Shi, Tianjin University

Zhanping Zuo, Kuan Han, Hebei University of Economy & Trade

Session 2B: Electronic Commerce Management

A New Business Model of Electronic Commerce with Innovative Strategies

Ming-Hsien Yang, Wen-Shiu Lin, Mei-Hua Fan, Shang-Chia Liu, Fu-Jen Catholic University

A Measurement Model of Trust in Internet Stores

Liping Liu, Cathy C. Li, University of Akron

Steven J. Karau, Southern Illinois University

Designing E-Commerce Product Innovation Strategies to Disrupt Existing Industries

George M. Puia, Saginaw Valley State University

Xiaohua Yang, Bond University

Classifying E-Commerce Trust Seals: An Analytical Framework

Te-Wei Wang, Chih-Chen Lee, Ena Rose-Green, Florida International University

Session 2C: SCM & e-Logistics

Collaboration: Spirit of Supply Chain Management

Babak Akhgar, Jawed Siddiqi, Saadat M. Al-Hashmi, Sheffield Hallam University

The Impact of Internet-Based Technologies on the Procurement Strategy

Margaret L. Sheng, National Chi Nan University

Integrate the Information Technology with Supply Chain Management: A Trend of the Electronic Business in the New Century

Liuying Yin, Youle Fan, South China University of Technology

Some Models for Understanding the Incentives for Supply Chain Collaboration

Henry C. Co, California Polytechnic & State University

Sharafali Moosa, National University of Singapore

Session 2D: Decision Support & Intelligent Systems

A Multiple Criteria Decision Support Web-based System for Facilities Management

Edmundas Kazimieras Zavadskas, Arturas Kaklauskas, Vilnius Gediminas Technical University

Antanas Zenonas Kaminskas, Lithuanian Government

Andrius Gulbinas, Natalija Lepkova, Jurate Kaklauskienė, Vilnius Gediminas Technical University

The Design of a Web Snapshot Management System for Decision Support Applications

David Chao, San Francisco State University

Group Decision Making for a Fuzzy Software Quality Assessment Model to Evaluate User Satisfaction

Shu-Yen Lee, China Engineering Consultants, INC.

Tsung-Yen Lee, National Taiwan University

Yeh-Jui Fey, Ling Tung College

Huey-Ming Lee, Chinese Culture University

Development of a DSS to Estimate the Sales for the Retailing Industry in Taiwan

Ching-Chin Chern, *David Ming-Huang Chiang*, National Taiwan University

Ting-Wei Ho, Industrial Technology Research Institute

On the Accuracy of Judgments in the AHP

Hong Ling, *Limin Lin*, *Mingxing Han*, *Lianliang Tan*, Fudan University

Session 2E: Technology Management

Reexamining the Benefits of Information Systems in Japanese Manufacturing Companies

Osam Sato, Tokyo Keizai University

Yoshiki Matsui, Yokohama National University

An Empirical Study of Business Strategy and Performance

Choong Y. Lee, Pittsburg State University

Reconsidering Adoption Behavior: Models Beyond Diffusion

Steven J. Dick, Southern Illinois University

Taiwan Internet Diffusion: An Empirical Study of Internet Interactive Effects

Hsiang-Chi Huang, Institute for Information Industry

Allying BPR with Strategy: A New Perspective for BPR

Xiao-Xia Huang, *Shao-Zu Mei*, University of Science and Technology Beijing

Session 2F: Internet Marketing

Optimal Online Interactive Service Policy and Pricing Decision with Negative Network Externality

David C. Teng, *David M. Chiang*, National Taiwan University

Use of Graphic Images and Text Characters in Internet Banners as an Effective Marketing Tool

Eric Kin Wai Lau, City University of Hong Kong

Why People Forward Emails to Others?

Tom M. Y. Lin, *Heng-Hui Wu*, National Taiwan University of Science and Technology

Motivation and Consumer Knowledge on Processing Online Advertisement

Alex Wang, Emerson College

Cyber-Marketing will Become the Mainstream of E-Commerce Development in Future

Xuping Jiang, Tsinghua University

Aiqun Yao, Agriculture University of China

Session 3A: e-Business Entrepreneurship

E-Business Investment in the Travel Industry: A Preliminary Study

Sophia Wang, National Dong Hwa University

Waiman Cheung, The Chinese University of Hong Kong

A Proposed Framework for Influencing Factors of Partnership in E-Marketplace

Hsueh-Foo Lin, National Pingtung Institute of Commerce

Shin-Yi Lai, China Development Industrial Bank

Fu-Hsuan Ting, Makalot Industrial Co., Ltd.

Winning in Digital Economy

Nikhil Agarwal, *A.M Sherry*, Institute of Management Technology, Ghaziabad

'Do It Yourself (DIY)' E-Business Solutions for Small and Medium Enterprises

George Q. Huang, *JB Zhao*, University of Hong Kong

Session 3B: Electronic Commerce Management

A Loss-Free Micropayment Protocol for Multimedia Services

Jing-Jang Hwang, Chang Gung University

Jung-Bin Li, National Chiao Tung University

Planning and Decision-Making Process of a Strategic IT Investment: A Case of a Web Content Management System in a Financial Organization

Petri Hallikainen, *Hilkka Merisalo-Rantanen*, *Kari Nurminen*, Helsinki School of Economics

An Example of E-Commerce Platform in Anhui Tobacco Corporation

Bin Ding, *Xiaojian Chen*, *Qinglong Tang*, *Xiaomin He*, University of Science and Technology of China

ePrice Comparator: An Automated Internet Price Comparison System

Drew Hwang, California State Polytechnic University

Amy Chen, ACME Portable Machines, Inc.

Session 3C: SCM & e-Logistics

The Impact of Early Order Commitment on the Performance of a Simple Supply Chain

Xiande Zhao, The Chinese University of Hong Kong

Jinxing Xie, Tsinghua University

Jerry C. Wei, The University of Notre Dame

Multiple Objective Planning for Production and Distribution Model of Supply Chain: Case of Bicycle Manufacturer

Gwo-Hshiung Tzeng, *Yu-Min Hung*, *Min-Lan Chang*, National Chiao Tung University

E-Supply Chain Integration for Inter-Enterprise Business Practices

Chian-Hsueng Chao, National University of Kaohsiung

The Integration of the Third Party Information Resources: The Informationalization Breakthrough for Enterprises Based on the Star Supply Chain Management

Bo Jiang, *Nan He*, *Na Zhao*, *Zhao Zhao*, *Xin-Lu Yang*, Northern Jiaotong University

Session 3D: Decision Support & Intelligent Systems

Modeling Decision Systems via Uncertain Programming

Baoding Liu, Tsinghua University

A Kind of Parallel Evolutionary Algorithms and Its Application in E-Business

Yan Zhu, Jian Chen, Tsinghua University

The Evolution of Internal Representation

Ray Tsaih, Wen-Chyan Ke, Chia-Yu Liu, National Chengchi University

A Feature Weighting Method by Multimedia Data Model on E-Business

Young-Jun Kim, Cheonan College of Foreign Studies

Session 3E: Information Technology & Management

A Comparative Research on Competitiveness of Information Industry of China vs. Korea

Chang'en Zheng, Yimin Han, Qiwen Wang, Peking University

Standard Single Data Table Web Management Information System Through ASP

Yuan-Hsi Hsu, Feng Chia University

The Role of the Relational Database Model in E-Business

Terrence D. Quinn, California Polytechnic & State University

Application Service Provisioning in SMEs: The Tough Job after the Hype

Marco Cantamessa, Emilio Paolucci, Politecnico di Torino – DSPEA

Davide Tosco, Istituto Superiore Mario Boella

ENAT-PT: An Enhanced NAT-PT Model

Li-An Zeng, Zhao-Hui Cheng, Li Ling, Songrong Qian, Xu Liao, Fudan University

Session 3F: Service Quality & Customer Relationship Management

A Virtual Prototyping Application (Let Customers Reveal Their "True" Preference)

Lionel Wang, Marketing and Innovation, L.L.C

Impact of Electronic Commerce Customer Relationship Management on Competitive Advantage: A Research Model and Issues

Timothy Paul O'Keefe, Assion Lawson-Body, University of North Dakota

Abdou Illia, Eastern Illinois University

Why are Self-Service Customers Loyal? -- A Relational Benefits Perspective

HsiuJu Rebecca Yen, Yuan-Ze University

CRM Implementation in PR China: A Preliminary Evaluation

Satya P. Chattopadhyay, University of Scranton

Session 4A: e-Business Entrepreneurship

A Holistic Approach for E-Business Engineering

Holger Luczak, Stefan Bleck, Tomaso Forzi, Peter Laing, Aachen University of Technology

eBPS: A Strategic Framework for Successful Blueprint of E-Business Development

Irene S.Y. Kwan, Lingnan University

The Key Successful Factors of Internet Business: The Study of Online Bookshop

Shu-Fang Chen, Daww-Song Zhu, Tzy-Wen Tang, National Dong Hwa University

Study on the Present Condition, Tendency and Countermeasure of E-Business in China

Jianzhong Xu, Yunxiu Peng, Bing Li, Harbin Engineering University

Session 4B: Electronic Commerce Management

A SMIL-Based Catalog Presentation System in Electronic Commerce

Sheng-Tun Li, Hung-Chi Chen, Huang-Chih Hsieh, National Kaohsiung First University of Science and Technology

Influences of New Trend in Development of American and Canadian E-Business upon Mainland Enterprises and Our Development Strategies

Danyang Zhu, Guangdong Textiles Imp. & Exp. Corp.

Tourism Website Development and User Requirements: Who are Tourism Website Users and What are Their Requirements in China

Zi Lu, Hebei Teacher's University; University of Technology, Sydney

Jie Lu, University of Technology, Sydney

The Yield Management of Tourist Enterprises

Rong Kang, Northwest University, Xi'An

Yue Wu, Shaanxi Supply Industry Group Co. Ltd

Bingyang Liu, Northwest University, Xi'An

Session 4C: SCM & e-Logistics

Inventory Management with the Internet-Based Direct Channel in a Two-Echelon Supply Chain System

Wei-Yu Kevin Chiang, University of Maryland, Baltimore County

George E. Monahan, University of Illinois at Urbana-Champaign

The Realization of a Stochastic Optimization Model for the Empty Container Inventory Based on EDI Information

Xin Shi, Shanghai Maritime University

A Fuzzy Logic and Genetic Algorithm based Supplier Performance Evaluation Methodology for an Effective Supply Chain

Rajkumar Ohdar, Pradip Kumar Ray, Indian Institute of Technology

Inventory Policy Implications of On-Line Customer Purchase Behavior

Harry Groenevelt, University of Rochester

Pranab Majumder, Duke University

Common Replenishment Strategies in Supply Chain under Uncertainty Demand Environment

Huiying Zhang, Min-Qiang Li, Ji-Song Kou, Tianjin University

Session 4D: Decision Support & Intelligent Systems

E-Mail as a Decision Tool for Asynchronous Group

Hsu-Hsiu Cheng, Jyun-Cheng Wang, Chui-Chen Chiu, National Chung Cheng University

Definable Strategies and Equilibria for Games

Michel de Rougemont, University Paris II & LRI-CNRS

Determining Successful Negotiation Strategies: The Evolution of Intelligent Agents

Jong Yih Kuo, Fu Jen Catholic University

Overcoming the Fixed-Pie Bias in Multi-Issue Negotiation

Raymund Lin, Seng-Cho T. Chou, National Taiwan University

Session 4E: e-Learning & Innovations in Teaching & Learning

E-Learning: A Study of Issues and Perspectives

Andrew Finegan, RMIT University

How to Setup a Successful E-Learning System for E-Business

Tzu-Hsin Yang, Min-Jen Tsai, National Chiao Tung University

Making a Case for Collaborative Business Planning: Educating Information Management and Systems Graduates for the Knowledge-Based Economy

Angela Lin, Jonathan Foster, University of Sheffield

Teaching Internet Entrepreneurship

Gail Ross Waters, California State Polytechnic University, Pomona

Teaching a Comprehensive Web Based Application within an IS Curriculum

David C. Wallace, Illinois State University

Session 4F: Service Quality & Customer Relationship Management

E-Business: Customer Acceptance

Patrick Jaska, University of Mary Hardin-Baylor

Patrick T. Hogan, Columbus State University

A Quality of Service Framework for Internet Share Trading

Hong Xu, Jairo Gutierrez, Qiang Lu, University of Auckland

Beyond Customer Relationship Management: Selling Chain Management for E-Business Practices

Chian-Hsueng Chao, National University of Kaohsiung

Towards Customer Knowledge Management: Integrating Customer Relationship Management and Knowledge Management Concepts

Henning Gebert, Malte Geib, Lutz Kolbe, Gerold Riempp, University of St. Gallen

Session 5A: Case Study in e-Business

How to Transition from a Traditional to an E-Business Enabled Real Estate Agency

John Hamilton, James Cook University

Willem Selen, Macquarie University

Value Creation in E-Business: The Case Study of Trend Micro

Shih-Chang Hung, Tzu-Hsin Liu, Yee-Yeen Chu, National Tsing Hua University

Approach to E-Business: A Case Study of Shanghai Tobacco Group Corporation

Kun Zhao, Donghui Yu, Zhongming Chen, Lihua Huang, Fudan University

Offline Empowerment: Key to the Success of E-Business in India

Kalpana Mathur, Dhrupad Mathur, Jai Narain Vyas University

Session 5B: Electronic Commerce Management

Cost-Benefit Analyses of Internet Investments

Michael Holm Larsen, Kim Viborg Andersen, Copenhagen Business School

Study on the Search Cost in the Electronic Market

Jian Chen, Yingxia Lin, Tsinghua University

An Intelligent Interface Integrated Services Environment for Electronic Commerce

Chien-Chang Hsu, Fu-Jen Catholic University

The Optimal Ordering Periods for Internet Shopping under Time Dependent Consumer Demand

Chaug-Ing Hsu, Wei-Chieh Lee, National Chiao Tung University

Session 5C: Enterprise Resource Planning

Critical Successful Factors of ERP Implementation: A Review

Allen J. W. Lian, Jim T. M. Lin, National Central University

Integrated Collaborative Planning Within the Supply Chain: The Future of ERP

Mark Richter, California Polytechnic Pomona University

A Case Study of ERP Implementation Issues

Tom Bramorski, University of Wisconsin-Whitewater

A Single Item Lot Sizing with Backorder and a Finite Replenishment Rate in MRP

Liang Liang, Yugang Yu, Hongying Wan, University of Science and Technology of China

ERP is the Key Point of Supply Chain Management

Xiao Chen, Jiahui Cheng, Tsinghua University

Session 5D: Data Warehousing & Data Mining

A Bi-Directional Approach for Developing Data Warehouses in Public Sectors

Monica Lam, Russell Ching, California State University, Sacramento

Query Optimization Techniques for OLAP Applications: An ORACLE versus MS-SQL Server Comparative Study

Ahmed El-Ragal, Yehia Thabet, Arab Academy For Science and Technology

User-Based Web Recommendation System: A Case Study of the National Museum of History

Kwoting Fang, Jonen Liu, National Yunlin University Science of Technology

Clustering Graduate Theses Based on Key Phrases Using Agglomerative Hierarchical Methods: An Experiment

Jau-Hwang Wang, Ju-Cheng Hsieh, Central Police University

Session 5E: e-Learning & Innovations in Teaching & Learning

The Relationships between Individual Differences and the Quality of Learning Outcomes in Web-Based Instruction

Sherry Y. Chen, Brunel University

Leveraging Enterprise-Wide Information System's Curriculum to Teach E-Business Concepts

Paul Hawking, Brendan McCarthy, Victoria University

An Empirical Study of Knowledge Creation and Interaction in Argumentation Setting

ChingMiin Duh, YungTA Institute of Technology and Commerce

LiarnRurng Wen, Meiho Institute of Technology

A Study on Using Internet to Implement Constructivist Scaffolding Teaching for "Research Method" Course

Szu-Yuan Sun, Pei-Chen Sun, Ming-Ching Zeng, F-S Wang,

National Kaohsiung First University of Science and Technology

Session 5F: Service Quality & Customer Relationship Management

Combining Clustering and MCDM Approach for Evaluating Customer Lifetime Value Ratings

Ya-Yueh Shih, Duen-Ren Liu, Gwo-Hshiung Tzeng, National Chiao Tung University

Applications of Knowledge-Enabled CRM

YiChen Lin, Southern Taiwan University of Technology

JrJung Lyu, National Cheng Kung University

ChiuShuang Chan, Southern Taiwan University of Technology

Analyzing the Functional Frame of eCRM Based on Customer Value

Bing Liang, Bo-Cheng Chen, Tsinghua University

Linking Customer Retention to Intelligent Technology: An Optimization Approach

Li-Shang Yang, University of South Australia

Chaochang Chiu, Yuan Ze University

Arthur Preston, University of South Australia

Session 6A: Case Study in e-Business

Strategic Implementation of E-Procurement: A Case Study of an Australian Firm

Xueli Huang, Rob Welsh, Edith Cowan University

Performance Evaluation for 59 Listed Electronic Corporations in Taiwan

Chien-Ta Ho, Lan-Yang Institute of Technology

e-beauty: A Successful Model for B2C Business

Rong Chen, The Chinese University of Hong Kong

Feng He, Shaanxi Normal University

Payment Barriers in China's B2C Business

Bin Qiu, Southeast University, Nanjing

Shu-Jen Chen, California State University, Fullerton

Session 6B: Electronic Commerce Management

A Blueprint for Applications in Enterprise Information Portals

Chyan Yang, Kuang-Ming Chen, Jun-Wei Yu, Chen-Hua Fu, Szu-Hui Wu, Fan-Pyn Liu,

National Chiao Tung University

Atomicity Implementation in E-Commerce Systems

Lars Frank, Uffe Kofod, Copenhagen Business School

English as the Infrastructure Language for a Multilingual Internet

Garry White, Southwest Texas State University

Business Integration for the Hospital Medical History Database System by Using the Java Server Page and SQL Technique

Ching-Liang Su, Song-Nan Hong, Jian-Mu Ke, Zhi-Ying Chen, Da Yeh University

Session 6C: Operations Strategy for e-Commerce

Assessing the Impact of Internet Adoption Levels on Competitive Advantage

Thompson S.H. Teo, Vivien K.G. Lim, National University of Singapore

Investigating the Antecedents and Consequences of Attitude toward Web Site: A Web Content Attribute Perspective

Kuo-Fang Peng, National Central University

Tong-An Hsu, Chung Yuan Christian University

A Taxonomy of Operation Priorities in China

Xiande Zhao, Tien-Sheng Lee, Yinan Qi, The Chinese University of Hong Kong

Huiying Zhang, Tianjin University

Chee-Chuong Sum, National University of Singapore

Research on the Individuation of Client-Centered Ecommerce

Xinsheng Ke, Yongqing Shen, Xuwei Li, Northern Jiaotong University

Session 6D: Data Warehousing & Data Mining

Dynamic Pattern Matching Using Temporal Data Mining for Demand Forecasting

Wen-Bin Yu, James H. Graham, Hokey Min, University of Louisville

A Mining Algorithm under Fuzzy Taxonomic Structures

Tzung-Pei Hong, National University of Kaohsiung

Kuei-Ying Lin, Chunghwa Telecom Co., Ltd.

Been-Chian Chien, I-Shou University

OMARS: The Framework of an Online Multi-Dimensional Association Rules Mining System

Wen-Yang Lin, Ja-Hwung Su, Ming-Cheng Tseng, I-Shou University

Application of Text (Idea) Mining to Internet Surveys: Electronic Capture of the Structure of Ideas and Semantic Concepts

Jeffrey E. Danes, California Polytechnic State University

Knowledge Discovery Model in Chinese Industrial News

Ju-Yu Huang, Jin-Wen Institute of Technology

Huey-Ming Lee, Chinese Culture University

Session 6E: e-Learning & Innovations in Teaching & Learning

A Curriculum Development Project for IBM Linux in Academia Program

Chih-Yang Tsai, Andrew Pletch, State University of New York at New Paltz

Arthur Palmiotti, Gerri Peper, Michael Wuest, Chris Rohrbach, Kevin Curley, IBM

Moderators in the Adoption of E-Learning: An Investigation of the Role of Gender

Yao-Kuei Lee, Tajen Institute of Technology

Keenan Pituch, The University of Texas at Austin

The E-Commerce Application Experience in Selected Asian MBA Programmes

Kin-Yu Cheung, Ping Zhao, Tsinghua University

Importance of the Internet in University Curriculums: A Case Study at Sam Houston State University

Mark R. Leipnik, Gurinderjit B. Mehta, Virginia Wilder, Sanjay S. Mehta, Sam Houston State University

Considerations for Computer Ownership Policies

Elena Salas, California State Polytechnic University of Pomona

Session 6F: Service Quality & Customer Relationship Management

An Empirical Study of the Impact of IT Intensity and Organizational Absorptive Capacity on Customer Relationship Management Performance

Ja-Shen Chen, Yuan-Ze University

Russell K.H. Ching, California State University, Sacramento

Implement Innovative Proactive-Service-Center to Enhance Service Performance in Customer Site

Richard Chiang, Frank H Chin, Applied Materials Taiwan

Quality Management for an E-Commerce Network under Budget Constraint

Yi-Kuei Lin, Van Nung Institute of Technology

Customers' Acceptance of a Web Site for Product Information Search

Ling-Ling Wu, Shi-Yi Su, National Taiwan University

The Customer Resource Management in the Internet Age

Minxue Huang, Yinfeng Song, Wuhan University

Session 7A: e-Business Integration

The MTO-Framework for Implementation of E-Business Models

Michael Holm Larsen, Heller Zinner Henriksen, Niels Bjørn-Andersen, Copenhagen Business School

The Invisible Borders in Internet Transactions: An Empirical Study of eBay's Auction System

Ruth L. Wang, Chien-Hua Li, Mike Lee, California State University, Sacramento

Adaptive Inter-Organizational Workflow Management for E-Business Integration

Han-Seup Kim, Sungjoo Park, Korea Advanced Institute of Science and Technology

"Nothing Changes Overnight": The Diffusion and Acceptance of E-Business Experiences with New Ways of Working and Communication Processes

Michael Jäckel, Christoph Rövekamp, University of Trier

Session 7B: Electronic Commerce Management

Foundation for a Successful Web Site

Aren Vartanian, California State Polytechnic University

Missions for Executives in Developing an E-Management Platform

Yen Zen Wang, Sheng Chung Chen, Far East College

Global Geo-Demographic Data and GIS for E-Business

Mark R. Leipnik, Sanjay S. Mehta, Rose Seidel, Sam Houston State University

Utilize E-Commerce to Further Open the Door of China

Shan He, Zhongshan University

Session 7C: Operations Strategy for e-Commerce

Current Information Technology Infrastructure for E-Business

Nancy Tsai, Russell K.H. Ching, California State University, Sacramento

Electronic Commerce Strategy for Small and Medium Enterprises: Case Studies of Korean Firms

Se-Hyung Cho, Konyang University

Yong-Kyun Chung, Hankuk University of Foreign Studies

Seung-Chul Kim, Hanyang University

The Comparison in Cognition on Outsourcing Decision for Accounting and Taxation between Cross Straits

Chiung Feng Ko, Soochow University

Adaptive Strategies of Firms in High-Velocity Environments: The Case of B2B Electronic Marketplaces

Jai Ganesh, T R Madanmohan, P D Jose, Indian Institute of Management Bangalore

Session 7D: Knowledge Management

Using Association Rule Techniques to Improve Document Retrieval

Timon C. Du, Jacqueline Wong, Honglei Li, The Chinese University of Hong Kong

Peer-to-Peer Knowledge Management: Overcoming Bottlenecks and Improving Information Quality

Andreas Neus, Philipp Scherf, IBM Unternehmensberatung GmbH

A Framework for Enterprise Knowledge Discovery from Databases

S. Wesley Changchien, Wen-Jie Lee, Chaoyang University of Technology

The Feasibility and Method of News Mass Customization (NMC)

Youqin Zhu, Yongxian Wang, Tsinghua University

Factors Influence Information and Knowledge Sharing in Organization

Jen-Ruei Fu, Van Nung Institute of Technology

C.K. Farn, National Central University

Session 7E: e-Finance & Real Estate

An Overview of Financial E-Commerce

Dannel Te-Shan Wang, Shin-Herng Chu, Drew Hwang, California State Polytechnic University – Pomona

The Impact of ECN on the Trading Structure of Taiwan's Securities Market

Chichang Jou, Ming-Hung Chen, Tamkang University

Using Hidden Markov Model for Stock Day Trade Forecasting

Wen-Chih Tsai, An-Pin Chen, National Chiao Tung University

E-Banking in Italy: An Analysis of the Evolution of Prices, Services and Competition Strategies

Emilio Paolucci, Gessica Balsamo, Politecnico di Torino – DSPEA

Simulating the Investor's Behavior in Stock Market with an Intelligent Agent

FengYu Chang, DengYiv Chiu, Chung Hua University

Session 7F: Mobile Commerce & Business

Mobile Business: Characteristics, Advantages and Strategies

Chang-Sung Yu, National Taiwan University

A Research on the Relationship between Marketing Channel Context and Channel Performance: An Empirical Study into Mobile-phone Firms between Taipei & Beijing

Ling-Lang Tang, Yuan-Ze University

Cheng-Chuang Hon, Ming Hsin University of Science & Technology

Alvin K. Wu, Yuan-Ze University

Evaluation of M-Sites Using PDAs

HY Sonya Hsu, *Gordon C. Bruner II*, Southern Illinois University

A SCADA Management Strategy for Mobile Industry

Jung-Chin Chen, University of South Australia

Adaptive Streaming in Mobile Network

Dong Wang, *Pingping Han*, *Songrong Qian*, Fudan University

Session 8A: Internet Security & Privacy

Building an End-To-End Security Infrastructure for Web-Based Aerospace Components E-Trading

Stephen C. Shih, Southern Illinois University

The Study and Implementation of Network-Based Auditing System with Session Tracking and Monitoring

Yu-Jen Chen, Chang-Gung University

Wen-Chuan Hsieh, *Yi-Hsien Chiu*, Shu-Te University

Chen-Hwa Song, Industrial Technology Research Institute

Design of Web-based Security Management for Intrusion Detection

Su-Hyung Jo, *Jeong-Nyeo Kim*, *Sung-Won Sohn*, Electronics and Telecommunications Research Institute (ETRI)

Security of Deputy Signature

Jonathan Jen-Rong Chen, Van Nung Institute of Technology

Kai-Hsiung Ling, The Overseas Chinese Institute of Technology

Yuan-Chi Liu, Ta-Hwa Institute of Technology

Yen-Ling Pan, National Defense Management College

Session 8B: Electronic Commerce Management

Multiple Phases of Adopting Extranet by Business Networks: A Study of Plastics Industry in Taiwan

James K.C. Chen, Johnway Industrial Co., Ltd.

Eldon Y. Li, California Polytechnic State University

Business-to-Business Solutions for a Changing Scenario in Brazilian Economy

Marco Aurelio Albernaz, *Maria Angela Campelo de Melo*, Pontificia Universidade Católica do Rio de Janeiro

The Asian Difference in B2B E-Marketplace

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