

The Fourth International Conference on Electronic Business

Dec 5 ~ 9, 2004

Beijing, China

PROGRAMME



SUPPORTED BY:

National Natural Science Foundation of China
Science Fund for Creative Research Group

HOSTED BY:

School of Economics and Management, Tsinghua University, Beijing, China
Research Center for Contemporary Management, Tsinghua University, Beijing, China

The Fourth International Conference on Electronic Business

Dec 5 ~ 9, 2004, Xiyuan Hotel, Beijing, China

Program Layout

SUNDAY, DECEMBER 5, 2004				
⌚ 14:00-18:00	Registration (The Lobby of Xiyuan Hotel) * Registration will also be arranged on Dec 6, 8:00-12:00 am.			
⌚ 19:00-20:00	Reception (Revolving Restaurant)			
MONDAY, DECEMBER 6, 2004				
⌚ 9:00-12:00	Plenary Session (the Grand Banquet Room)			
⌚ 12:00-13:00	Lunch (Food Street)			
⌚ 13:30-15:35	Session M3-R1	Session M3-R2	Session M3-R3	Session M3-R4
⌚ 15:35-15:55	Coffee Break			
⌚ 15:55-18:00	Session M4-R1	Session M4-R2	Session M4-R3	Session M4-R4
TUESDAY, DECEMBER 7, 2004				
⌚ 08:30-10:10	Session T1-R1	Session T1-R2	Session T1-R3	Session T1-R4
⌚ 10:10-10:30	Coffee Break			
⌚ 10:30-12:10	Session T2-R1	Session T2-R2	Session T2-R3	Session T2-R4
⌚ 12:10-13:05	Lunch (Food Street)			
⌚ 13:30-15:35	Session T3-R1	Session T3-R2	Session T3-R3	Session T3-R4
⌚ 15:35-15:55	Coffee Break			
⌚ 15:55-18:00	Session T4-R1	Session T4-R2	Session T4-R3	Session T4-R4
WEDNESDAY, DECEMBER 8, 2004				
⌚ 08:30-10:10	Session W1-R1	Session W1-R2	Session W1-R3	Session W1-R4
⌚ 10:10-10:30	Coffee Break			
⌚ 10:30-12:10	Session W2-R1	Session W2-R2	Session W2-R3	Session W2-R4
⌚ 12:10-13:05	Lunch (Food Street)			
⌚ 13:30-15:35	Session W3-R1	Session W3-R2	Session W3-R3	Session W3-R4
⌚ 15:35-15:55	Coffee Break			
⌚ 15:55-18:00	Session W4-R1	Session W4-R2	Session W4-R3	Session W4-R4
⌚ 19:00-20:00	Banquet (the Grand Banquet Room)			
THURSDAY, DECEMBER 9, 2004				
08:30: One day tour (OPTIONAL) Registration fee doesn't include the cost for one day tour, participants who plan to join the one day tour need to pay on site. Hotel organize one day trip every day. If you want to join the one day trip, please tell Xiyuan Hotel staff about your one day tour plan when you check in, Hotel staff will guide you to purchase the one day tour ticket. Details about payment and tourist information see Tour Information on our website. line 1: the Forbidden City, the Summer Palace and the Temple of Heaven line 2: The Great Wall, Ming Tombs				

The Fourth International Conference on Electronic Business

Dec 5 ~ 9, 2004, Xiyuan Hotel, Beijing, China

Program

SUNDAY, DECEMBER 5, 2004

- ⌚ 14:00-18:00 Registration (The lobby of Xiyuan Hotel)
*Registration will also be arranged on Dec 6 8:00-12:00 am.

MONDAY, DECEMBER 6, 2004

Plenary Session Chair: Jian Chen

- ⌚ 9:00-10:00 Massive Quasi-Experimental Research Methods and the Discovery
of E-Business Knowledge
Robert J. Kauffman
- ⌚ 10:00-10:30 Coffee Break

Chair: Jian Chen

- ⌚ 10:30-11:30 Push-Pull Production: A Model for the Internet Age
David D. Yao
- ⌚ 12:00-13:00 **Lunch**

Session M3-R1: SCM (I)

- ⌚ 13:30-15:35 **On Inventory Strategies of Online Retailers**
Frank Y. Chen, S. H. Hum, Cheryl H. Sim
- The Operating Cost in a Tele-working Organization**
Xiaojun Li, Pengzhu Zhang, Fanghsin Liu
- A Study of Benefits of Information Sharing between Production Systems
and Service Centers**
N.Viswanadham, Vijay Desai
- Supply and Demand Management under Inducement of Price Discounts - A
Monte Carlo Simulation Analysis**
Henry C. Co
- Coordination Mechanisms in the Supply Chain based on E-business**
Suicheng Li, Xianxia Cui, Gongqian Liang

Session M3-R2: Case Study: Regional e-Business

- ⌚ 13:30-15:35 **E-business and Organizational Learning: A Case Study of Three Globally
Operating Companies**
Marjatta Maula
- Intended Usage of Online Supermarkets: The Singapore Case**
Hui Tak Kee, David Wan

E-Business: Factors of EAI Adoption in an Australian Electricity Company
Ying Chen, Alex Wong

Exploring the Reality of E-Commerce Benefits among South African Businesses
Alemayehu Molla

Forecasting the Consumption for Electricity in Taiwan
Hsiaotien Pao, Tenpao Lee

Session M3-R3: E-readiness and Regional E-business Strategy (I)

- ⌚ 13:30-15:35 **The Analysis of the Difficult Point on Developing E-Commerce of the Western Region in China**
Luming Yang, Hongli Hu, Cuiping Zhu, Zhuqing Yang
- An Initial Study on the Intensifying Enterprises Information Management**
Peiji Shao, Jingjing Li, Jing Yang, Jie Wan
- An Exploratory Study of the Electronic Distribution of Hotel Rooms in Europe**
David C Gilbert, Liz Leekelley, Dominic W Beveridge
- How E-Ready is E-Sri Lanka?**
Velauthapillai Dhayalan, Reggie Davidrajuh
- A Study of Competences and Indicators for Electronic Commerce Professional Managers**
Chihhung Wu, Wenchang Fang, Gaoliang Wang

Session M3-R4: E-Logistics and Virtual Enterprises

- ⌚ 13:30-15:35 **A Study of Corporate Managerial Module and Information System Orienting Agile Virtual Enterprises**
Tong Shu, Shou Chen
- The Virtual Service Value Chain: Disruptive Technology Delivering Competitive Advantage for the Services Industry**
John Hamilton
- E-Logistics Comparative Positioning Model: A Multi-National Enterprise Airline Study**
John Hamilton
- Trust, Relationship Commitment and Supply Chain Integration in China**
Baofeng Huo, Xiande Zhao, Jeff Hoi Yan Yeung
- The Implementation of an Intelligent Logistics Tracking System Utilizing RFID**
Chichun Lo, Wenchuan Hsieh, Litsung Huang

⌚ 15:35-15:55 **Coffee Break**

Session M4-R1: SCM (II)

- ⌚ 15:55-18:00 **Research on the Supply Chain Partnership Relations with Association Rule Analysis**
Huiying Zhang, Dezhi Zhu, Jin Du, Xin Chen
- Development Stages of Supply Chain Management in E-Business Environment**
JeongWook Choi
- Collaborative Planning, Forecasting and Replenishment: Demand Planning**

in Supply Chain Management
Hokey Min, Wenbin Yu

A Framework to Support Coalition Formation in Supply Chain Collaboration
Chattrakul Sombatteera, Aditya Ghose, Peter Hyland

Design of an E-SCM System for an Auto-parts Companies
Jun Su Lee, Jae Byung Rhu, Ki Seong Kim, Myung Hyun Oh, Jong Yeong Lee, Byung Ho Jeong

Session M4-R2: Recommendation System in E-business

- ⌚ 15:55-18:00 A Personalized Recommender System Based on Explanation Facilities Using Collaborative Filtering
Do Hyun Ahn, Hee Ae Lee
- A User-oriented Contents Recommendation System in Peer-to-Peer Architecture
Hyea kyeong Kim, Jae Kyeong Kim
- An Extended Collaborative Filtering-based Recommendation Procedure for Multimedia Contents in M-commerce
MeeYeon Kang, YoonHo Cho, JaeKyeong Kim
- MOBICORS-Movie: A MOBILE COntents Recommender System for Movie
JaeKyeong Kim, YoonHo Cho, SeungTae Kim
- Towards Collaborative Travel Recommender Systems
Cane Wingki Leung, Stephen Chifai Chan, Korris Fulai Chung
- A Defection Detection Procedure Using SOM and Markov Chain: A case of On-line Game Providers
Kyunghee Chae, Heeseok Song, Juchoel Choi

Session M4-R3: E-readiness and Regional E-business Strategy (II)

- ⌚ 15:55-18:00 Digital Divide: Adoption of Internet in China
Kanliang Wang, Qing Liu
- Electronic Business in Germany: Current Challenges and Future Perspectives-Results of an Explorative Survey
Tomaso Forzi, Ediz Kiratli, Stefan Bleck
- E-Alliances: Search and Match for Small Business Partnership
Alan Chonghua Guo
- A Comparative Analysis of International and Chinese Electronic Commerce Research
Jun Yong Xiang, Jae Kyeong Kim, Hyouk O

Session M4-R4: E-business Model (I)

- ⌚ 15:55-18:00 A Component-based Framework for Distributed Business Simulations in E-Business Environment
Alexander Hampel, Edward W.N. Bernroider
- A Process Model For Assessing the Distribution Options For Horizontal E-Business Portals
Tapati Bandopadhyay, Pradeep Kumar, Tapas Mahapatra
- E-business Value Process Modelling
Baolin Wu, Li Li, Yun Yang

TUESDAY, DECEMBER 7, 2004

Session T1-R1: Customer Relation Management (I)

- ⌚ 08:30-10:10 **Collaboration Strategy of Business-to-Business Enhancing Customer Satisfaction**
Chulsoo Kim, Youn Tae Kim
- Customers Confidence in E-business: An Evaluation of Australian Practices A Case Study**
Daniel Chandran
- A Comparison of Brand Loyalty in Online and Physical Channels: An Empirical Application to Supermarkets**
Javier Cebollada
- An Exploratory Study of the Effects of CRM Practices on CRM Effectiveness and Business Performance**
Jashen Chen, Russell K.H. Ching, Eldon Y. Li, Yiling Liao

Session T1-R2: E-learning and Knowledge Management (I)

- ⌚ 08:30-10:10 **What E-learning Providers and End Users Should Do Respectively before Initiating Such a Learning Project**
Zheng Zhao
- Effective E-Teaching: The Case of Hong Kong**
Candy K. Y. Ho, Ivy Chan
- Adaptive User Interfaces for Intelligent E-Learning: Issues and Trends**
Abdul Rahim Ahmad, Otman Basir, Khaled Hassanein
- From Idea to Knowledge-Generating New Knowledge on E-Business**
Johanna Tommila, Anne Mari Järvelin, Marko Seppä

Session T1-R3: SME E-business Strategy (I)

- ⌚ 08:30-10:10 **Comparison of E-Commerce Practices between Large Enterprises and Small to Medium Enterprises**
Sehyung Cho, Yongkyun Chung, Seungchul Kim
- Determinants of E-Commerce Adoption in SMEs**
Pham Thi Thanh Hong, Nguyen B. Giang
- Towards a Definition of IT Management Sophistication in Small Firms**
Theekshana Suraweera, Paul Cragg, Annette Mills
- Maximising Technology Efficiencies for SMEs Using Computer Intelligence**
Adrian Collins

Session T1-R4: E-business Model (II)

- ⌚ 08:30-10:10 **Markov Chain-Based Clustering Analysis of Customers and WebPages**
ChangShou Deng, Pie Zheng, Yanling Yang, Bingyan Zhao
- Comparing Sales Strategies Using the Markov Chain Relationship Model**

Bocheng Chen, W.H. Ip, Peng Sheng, H.L. Yu

Business Drivers for Application Servicing and a Software-as-a-Service Model

Jiri Vorisek

An E-Logistics Model for Effective Collaborative Commerce

Pradeep Kumar, Tapas Mahapatra

⌚ 10:10-10:30 **Coffee Break**

Session T2-R1: Customer Relation Management (II)

⌚ 10:30-12:10 **Analysis of Costs, Benefits and ROI of CRM Implementation**

Lun Hou, Xiaowo Tang

A Web-Based Decision Support Systems for The Chronic Deteriorating Diseases

Chichang Chang

Internet Shopping Behavior among Singaporeans: Gender and Educational Issues

Hui Tak Kee, David Wan

Successful Customer Relationship Management: Antecedents and Imperatives

Frederick L. Capossela

Session T2-R2: E-learning and Knowledge Management (II)

⌚ 10:30-12:10 **A Methodology to Support the Design and Deployment of Knowledge Management within Inter-organizational Networks**

Tomaso Forzi, Meikel Peters, Stefan Bleck

A Managers' Guide to KMS Adoption and Diffusion

Jun Xu, Mohammed Quaddus

E-Learning Performance and Students' Results Case of a French Business School

Emmanuel Houze, Regis Meissonier

A Qualitative Approach to E-Learning? A Dynamic Situation in Montpellier Business School

Dominique Drillon, Eleni Boursinou

Session T2-R3: SME E-business Strategy (II)

⌚ 10:30-12:10 **Supporting Small Businesses' Penetration of New International Markets - Practitioner's Approach**

Jaroslav Jandos

E-Business Adoption in Marketing and its Relationship with Factors in SWOT Analysis: an Empirical Investigation of Small Software Businesses

Edward W.N. Bernroider, Alexander Hampel

Antecedents of E-Business Assimilation in Manufacturing SMEs

Louis Raymond, Francois Bergeron, Sam Bili

Internet role in Lithuania SMEs Internationalization

Rimantas Gatautis, Panagiotis Damaskopoulos

Session T2-R4: P2P Computing and XML

- ⌚ 10:30-12:10 **Distributed Load Balancing in Peer-to-Peer Computing**
Shan Zhang, Zheng Qin
- An Architecture of FoaF-based Peer 2 Peer Knowledge Management System**
Xuan Zhou, Jian Zhou, Qing Li, Yuliu Chen, Lars Ludwig
- A High Performance XML Querying Architecture**
Fangju Wang, Hui Shen
- Extreme Availability:Determining the Limits of Availability in Commercial Systems**
David W. Coleman, Todd W. Mummert

⌚ 12:10-13:05 **Lunch**

Session T3-R1: Online Auction: Strategy and Practice

- ⌚ 13:30-15:35 **A Study of Single-vendor and Multiple-retailers Pricing-Ordering Strategy under Group-Buying Online Auction**
J. Chen, Yunhui Liu, Xiping Song
- Bidding Strategies Analysis for Procurement Combinatorial Auctions**
J. Chen, He Huang
- A Global Comparative Study of Online Auction Markets**
James K. Ho
- Consumers' Trade-Offs of Online Auctions Alternatives - An Application of Conjoint Analysis**
Hector Mingta Tsai, Yichen Li
- Effective and Strategic Use of Electronic Reverse Auctions**
Chia Yao Lee, Brian Corbitt

Session T3-R2: E-learning and Knowledge Management (III)

- ⌚ 13:30-15:35 **Electronic Disclosure and Financial Knowledge Management**
Jerome Yen, Percy Yuen, Belinna Bai
- Knowledge Management, As the Key Factor of Survival in New Competition Age**
Masoud Karami Zarandi, Ehsan Ghaffari Cherati
- The Relationship between Knowledge Sharing Behavior and the Effectiveness of Information Systems Strategic Planning (ISSP): An Empirical Study in Taiwan**
Jungchi Pai
- Computer-Mediated Communication and Innovation: Do Communication Media Properties Influence Innovative Thinking Processes?**
Leif Jarle Gressgård, Gunnar E. Christensen
- A User Preference Classification Method in Information Recommendation System**
Chentung Chen, Weishen Tai
- Corporate Mission and Vision and Customer Knowledge Management for Increasing Competitive Advantages**
Hwanyann Su, Yichen Lin, Chihua Lai

Session T3-R3: Mobile Commerce (I)

- ⌚ 13:30-15:35 **Security Measures in Mobile Commerce: Problems and Solutions**

Sanwar Ali, Waleed Farag, Mohammad A. Rob

Ubiquitous Computing Based Mobile Commerce: Toward the Ubiquitous Commerce

Sangjun Kim, Euiho Suh, Keedong Yoo

Simulating Collaborative Mobile Services - An Approach to Evaluate a New Location Enabling Service

Peter Dornbusch, Florian Fuchs, Martin Huber

Mobile Payment System with Privacy Protection

Kuenliang Sue, Wanpu Hsieh

The Implementation of Signing E-Document by Using the Wireless Identity Module in Cellular Phone

Chengyuan Ku, Yenfang Ho, Yiwen Chang

Session T3-R4: E-business Model (III)

⌚ 13:30-15:35 A Model of Customer Lifetime Value Consider with Word-of-mouth Marketing Value

Yongmei Liu, Zhenjun Zhao, Yanlong Zhang, Hongjian Lu

Logistical Performance as a Key Factor of Success for European Food E-tailers—Three Paradoxes and a Research Agenda

Gilles Pache, Dominique Bonet

A Study of Influencing Traditional Travel Agencies' Decision Making to Introducing B2C E-commerce

Chenyi Hsu, Yunghsin Wang

Exploring Sources of Competitive Advantages in E-business Application in Mainland Chinese Real Estate Industry

Yan Tao, C. Matt Hinton

E-Business Evaluation In Australia: A Discussion Of Some Preliminary Findings

Mohini Singh, John Byrne

⌚ 15:35-15:55 **Coffee Break**

Session T4-R1: Business Process Innovation

⌚ 15:55-18:00 A Study on Design Process Integration Between Marketing and R&D of Notebook

Linlang Tang, Yubin Chiu, Hungsheng Lin

On-demand Business Process Integration Based on Intelligent Web services

Xiaohua Lu, Yinsheng Li, Ying Huang

E-Booking Control Problem in Sea Cargo Logistics

Chengxuan Cao, James Soo Keng Ang, HengQing Ye

The Impact of IT Capability and E-business on the Supply Chain Performance

LingLang Tang, ChiaChi Shih, ChengChuang Hon

Mapping from BPMN-Formed Business Processes to XPD L Business Processes

Moonyoung Jung, Hak Soo Kim, Myung Hyun Jo, Kyung Hyun Tak, Hyun Suk Cha, Jin Hyun Son

Session T4-R2: Case Study: Online Business Activities

- ⌚ 15:50-17:55 **Analysis of Price Dispersion in E-Market: A Case Study**
Zhiyuan Ge, Yong Shao
- Strategy and Risk Analysis of the ERP Projects in Three Chinese Cigarette Enterprises**
Yan Zhu, J. Chen
- A Study of Internet Book Sale**
Gaojia Jin, Takasi Nemoto
- Towards a Knowledge Based Society: A Case Study on Entrepreneurship in Malaysia**
Goh Hong Wee, Goh Peck Chen
- Economies of Information Consumer Commodities - An Introduction to Conceptualising Forms of Information Capitalism by Two Cases**
Jussi Okkonen, Pasi Virtanen

Session T4-R3: Mobile Commerce (II)

- ⌚ 15:55-18:00 **User-Centered Guidelines for Design of Mobile Applications**
Xiaowen Fang, Susy Chan, Jacek Brzezinski, Shuang Xu, Jean Lam
- Individual Telecommunications Tariffs in Chinese Communities: History as a Mirror of the Future, and Relevance for Mobile Service Development in China**
H. Chen, L-F Pau
- Supporting Salespersons CRM Efforts through Location Based Mobile Support Systems**
Chihab BenMoussa
- Managing Critical Incidents in the Fine-Paper Supply Chain through Mobile Collaborative System**
Vaida Kadyte
- An Overview of the Impact of National Culture on the Adoption of Mobile Commerce**
Nasrin Rahmati

Session T4-R4: E-business Model (IV)

- ⌚ 15:55-18:00 **Study on Distribution Patterns of E-Business Based Agricultural Products Logistics**
Yingrong Lu, Yinsheng Yang, Feng Lu, Xu Sun
- Towards Integrated Document Management in Networked Product Development**
Hannu Laesvuori, Paavo Kotinurmi
- Current State of China's Online Gaming Industry and the Obstacles in Development**
Bin Qiu, Shaoqin Sun, Cunyan Fan, Shujen Chen
- Positioning of Firms on an E-business Value Chain : The Case of Video on Demand**
Nabyla Daidj, Olivier Epinette, Pierre Vialle

WEDNESDAY, DECEMBER 8, 2004

Session W1-R1: Data Mining and Data Warehouse

- ⌚ 08:30-10:10 **What Data Is Necessary To Data Mine For Knowledge?**
Paul Alpar
- E-Business Data Warehouse Design and Implementation**
Xudong Chen
- Constructing Control Process for Wafer Defects Using Data Mining Technique**
Leeing Tong, Hsingyin Lee, Chifeng Huang, Changke Lin, Chienhui Yang
- Mining the Change of Events in Environmental Scanning for Decision Support**
Mengjung Shih, Duenren Liu, Churnjung Liao, Chinhai Lai

Session W1-R2: E-business Policy and Cyber Law

- ⌚ 08:30-10:10 **Are E-bank Related Business Methods Patent Subject Matter under Chinese Law?**
Yongjun Jin
- Research on Policies to Support Telecommuting in China**
Peipei Wang, Pengzhu Zhang, Fangfang Xu
- Regulating Copyrights in Cyberspace**
Sylvia Mercado Kierkegaard
- Jurisdiction and Consumer Contract in E-Business**
Zheng Tang

Session W1-R3: Workflow Management

- ⌚ 08:30-10:10 **Manufacturing Enterprises Value Chain Model Analysis within the Context of the Network Economy**
Xuejun Xu, Li Luo, Xuelan Hua, Jianhui Huang
- A Two Phase Verification Algorithm for Cyclic Workflow Graphs**
Yongsun Choi
- Apply MDA to E-Business: MDA Based Workflow Solution as an Example**
Jiawei Lee, Jungsing Jwo
- Supporting Collaborative Communication in a Multi-layer Meta-process Model for Evolutionary Shared Workflows**
Damien Bright, Gerald Quirchmayr, Roger Tagg

Session W1-R4: Security in E-business

- ⌚ 08:30-10:10 **Security Alert Management in E-Business Networks**
Allan Lam, Pradeep K. Ray
- Internet Security and Digital Certificates: How Much Do You Know About Them?**
Nena Lim
- Trust for E-Business Management**
Liaquat Hossain, Rolf T.Wigand
- Student Recognition and Awareness of Information Security in Course Learning from Management Information Systems and Computer Science Classes: An Empirical Investigation**
Qinyu Liao, Xin Luo, Kirk Arnett

- ⌚ 10:10-10:30 **Coffee Break**

Session W2-R1: E-business Management Systems

- ⌚ 10:30-12:10 **E-business Management System Based on Coordinated Center for Dealer**
Ding Zhang, Jingwen An, Zhongqing Cheng
- The Business Process Investigation in the Perspective of Customer Value**
Ray Tsaih, Wanying Lin, Miaoju Hung, Yaling Cheng
- Towards a Framework of Enterprise Integration: Linking Quality Management, Organizational Learning and Information Technology**
Jiunn Chieh Lee
- Investigating the Use of the Business Model Concept through Interviews**
Alexander Osterwalder, Yves Pigneur

Session W2-R2: Virtual Organization

- ⌚ 10:30-12:10 **Virtual Manufacturing and Virtual Spaces**
Mélissa Saadoun
- A Risk Identification Method of Virtual Enterprise**
Min Huang, Fei Xu, Xing wei Wang, W.H. Ip, K.L. Yung
- A VOC Based Approach to Support Virtual Organizations**
Hua Zhou, Min Liu, Cheng Wu
- Refinement for Ontology Evolution in Virtual Enterprises**
Li Li, Baolin Wu, Yun Yang

Session W2-R3: Decision Support Methods

- ⌚ 10:30-12:10 **A Multi-attribute Group Decision Approach Based on Rough Set Theory and Application in Supply Chain Partner Selection**
Wenqi Jiang, Zhongsheng Hua
- Discovering Fuzzy Functional Dependencies as Semantic Knowledge in Large Databases**
Xue Wang, Guoqing Chen
- An Intelligent Model for Stock Investment with Buffett Strategy, Classifier System, Neural Network and Linear Programming**
Anping Chen, Weili Lin, Yenchu Chen
- An Investment Decision Support System (IDSS) for Identifying Positive, Neutral and Negative Investment Opportunity Ranges with Risk Control in Stock Markets**
Wanli Chen

Session W2-R4: Reputation Management

- ⌚ 10:30-12:10 **Willingness to Pay for Digital Services: Challenges for Future Research**
Herbjorn Nysveen, Per E. Pedersen
- Negative Reputation Rate as the Signal of Risk in Online Consumer-to-consumer Transactions**
Dahui Li, Zhangxi Lin
- The Impact of a 'Theological' Web Interface on Trust in the Context of Electronic Commerce**
Haytham Siala, Feroz Siddiqui

A Practical Approach to Credit Scoring

Jae H. Min, Youngchan Lee

**Feedback as an Indicator of Reputation: Interpreting and Leaving
Feedback by Buyers in Online Auctions**

Sophia Wang, Hsiuching Chiu, Alice Hiuying Hon

⌚ 12:10-13:05 **Lunch**

Session W3-R1: Privacy and Patent Protection in E-business

⌚ 13:30-15:35 **PATSEEK: Content Based Image Retrieval System For Patent Database**

Avinash Tiwari, Veena Bansal

**The New Vigilantism: Combating the Piracy of Copyrighted Materials On
Peer-To-Peer Networks**

Alvin Stauber

The Security Flaw of an Untraceable Signature Scheme

Chinchen Chang, Yafen Chang

**Analysis of Trademarks Act of Thailand and a Case Study: Conflict of
Domain Name and Trademarks**

Settapong Malisuwan

Jurisdiction over E Commerce

Bill Loving, Xiangping Liu

Session W3-R2: Web-service Modeling and Applications

⌚ 13:30-15:35 **An XCS-Based Intelligent Searching Model for Cross-Organization Identity
Management in Web Service**

ChiChun Lo, Weili Lin, Jay Wu

The Web Services on Mobile Shopping Automation

Chengchih Yang, Chengmin Lin, Shihsung Chen

Research on Collaborative Commerce Model Based on Web Services

Liwen Wu, Yingqiang Duan

Business Interactions with Web Services

Youcef Baghdadi

Shopbot, Market Structure, and Internet Price Dispersion

Xia Chen, Jianan Wu

Session W3-R3: Mobile Commerce (III)

⌚ 13:30-15:35 **The Quest for Mobility: Designing Enterprise Application Framework for
M-Business Practices**

Chianhsueng Chao

Using System Dynamics to Model Mobile Commerce Diffusion

Wenqing Wang, France Cheong

**Technology Attribute-Diffusion Pattern Nexus: Evidence from the Early
Experiences of 3G Mobile Communications**

Nir Kshetri

**Extracting Requirements for Ubiquitous Computing Technology-based IS
Using Factor Analysis**

Natalia Em, Euiho Suh, Keedong Yoo

Diffusion of Mobile Phones in Taiwan: An Evaluation of Influence Sources
Hersen Doong, Yicheng Ku

Session W3-R4: Knowledge Discovery

- ⌚ 13:30-15:35 **A Personalized Commodities Recommendation Procedure and Algorithm Based on Association Rule Mining**
Jianyi Zhang, Yunfeng Wang, Jie Li
- Temporal Association Rule Mining in China's Closed-end Fund Data**
Ying Liu, Guoqing Chen
- Privacy-Preserving Collaborative Association Rule Mining**
Justin Zhan, Stan Matwin, Nathalie Japkowicz, Liwu Chang
- Semantic Innovation Management**
Jianqiang Li, David O'Sullivan
- A Three-phased Online Association Rule Mining Approach for Diverse Mining Requests**
Chingyao Wang, Shianshyong Tseng, Tzungpei Hong, Yianshu Chu

- ⌚ 15:35-15:55 **Coffee Break**

Session W4-R1: Web-service Techniques

- ⌚ 15:55-18:00 **The Design of a Web Document Snapshots Delivery System**
David Chao
- Transaction Governance Structure of Brick-and-Mortar and Click-and-Order: An Instrument Design and Experimental Study**
Aimao Zhang
- A Mediator to Integrate Databases and Legacy Systems: The Mediated Data Integration (MeDIInt) Mediator**
Chaiyaporn Chirathamjaree
- An Interactive Web Meeting System Using Multicast Technology**
Ook Lee
- The development of RFID in Healthcare in Taiwan**
Frank Kuo, Yuehching Lee, Chuan Yi Tang
- The Application of RFID in Emergency Medicine**
Tsai WC, Frank Kuo, Yuehching Lee, F. Wu

Session W4-R2: Intelligent Agent Techniques and Applications

- ⌚ 15:55-18:00 **Continuous Audit Agent System**
Charles L. Y. Chou, Timon C. Du
- Using Intelligent Agents to Build E-Business Software**
Adrien Coyette, Manuel Kolp, Stéphane Faulkner
- Research on Multi-Agent Based Information Management Platform for Enterprise Business Cooperation**
Haigang Li
- A Web-based Operation Management System for Distributed Divisional Organizations**
Wei Shang, Yijun Li, Qiang Ye, Wenjun Sun

Session W4-R3: Mobile Commerce (IV)

- ⌚ 15:55-18:00 **IEEE 802.20 Based Broadband Railroad Digital Network – The Infrastructure for M-Commerce on the Train**
Fumin Zou, Xinhua Jiang, Zhangxi Lin
- Explaining Intent of Adoption of Wireless Internet Services by Business Executives: The Case of Paris Airports' Hotspots**
Madeleine Besson, Olivier Epinette, Olivier Segard, Pierre Vialle
- Ambient e-Services: Framework and Applications**
Yuanchu Hwang, Soetsyr Yuan
- A Study of Behavioral Intention for Mobile Commerce Using Technology Acceptance Model**
Yuchung Hung, Haoerl Yang, Chinghung Hsiao, Yunglu Yang
- Physicians' Opinions of an SMS Professional Medical News Service: Insights from an SMS Survey**
Shengnan Han, Pekka Mustonen, Matti Seppanen, Markku Kallio

Session W4-R4: E-service: Model and Applications

- ⌚ 15:55-18:00 **A Global Perspective of Business Usage of Web Technology**
Chang Liu, Wayne Huang
- B2B Electronic Markets: A Conceptual Model for Analyzing the Sources of Business Value**
Chia Yao Lee, Brian Corbitt
- Developing a B2B E-commerce Evolution Model - The Case Studies of Seven Industries in Taiwan**
Vincent Ming, Guohong Chang, Chuehju Wu, Chengying Lin
- Modeling Competitive Diffusion Process in Japanese ADSL Service Market**
Nozomi Nakajima, Jian Chen
- Evolution of Service Model and Architecture of ASP Business**
Kang Rae Cho, Ho Joon Choi
- Proposal of Improving Model for Default Probability Prediction With Logit Model on Non-Compensatory Rule**
Yoshikazu Sakamaki

⌚ 19:00-20:00 **Banquet**

THURSDAY, DECEMBER 9, 2004

One day tour (OPTIONAL)

Registration: the lobby of Xiyuan Hotel

Reception: Revolving Restaurant (on the 26th floor), 旋转餐厅

Banquet: the grand banquet room (Close to lobby) (燕乐堂=大宴会厅)

Lunches: Food Street, (Outside of Xiyuan hotel, two minutes walk) 食街

Plenary Talk: the Grand Banquet room (燕乐堂)

Sessions: Hongyun Hall 1 and 2 (4th follor), Hongyun Hall 3 and 6 (3rd follor) 鸿运厅 1, 2, 3, 6