

IADIS International Conference on e-Commerce 2006

CONFERENCE PROGRAM (updated on 8 December)

Saturday 9, December 2006

08:30-15:30 Welcome Desk

09:30-10:00 Session O – Opening Session
(Room: Barcelona A)

OPENING SESSION
Prof. Pedro Isaias

10:00-11:00 Session K1 – Keynote Presentation
(Room: Barcelona A)

CUSTOMER RELATIONSHIP MANAGEMENT IN A MULTI-CHANNEL SERVICE ENVIRONMENT – CHALLENGES AND RESEARCH OPPORTUNITIES
Professor Veronica Liljander, Swedish School of Economics and Business Administration, Finland

11:00-11:30 Coffee Break

11:30-12:20 Session FSP 9.1 - e-Commerce in Developing Countries
(Room: Sant Grevasi)

E-COMMERCE IN SERBIA: A CASE STUDY (F067)
Bob Travica, Ejub Kajan, Borislav Jošanov, Marijana-Vidas Bubanja and Emilija Vuksanović
IMPROVING E-REANINESS TOOLS FOR ASSESSING E-READINESS IN DEVELOPING COUNTRIES (S136)
Ali N. Al-Solbi and Pam J. Mayhew

11:30-12:30 Session 9.2 - Doctoral Consortium
(Room: Sants)

E-LOGISTICS IN CONSTRUCTION: DEVELOPMENT OF A WEB PORTAL (D052)
Tiago Pinho, José Telhada and Maria Sameiro Carvalho
INFLUENCE OF PERCEIVED VALUE OF B2C VIRTUAL COMMUNITIES ON PARTICIPANTS' BEHAVIOURAL INTENTIONS TOWARDS THE COMMUNITY AND TOWARDS THE BRAND THE CASE OF SOFTWARES (D049)
Imène Ben Yahia

11:30-12:30 Session 9.3 – Poster Session
(Room: Montjuic)

INTRODUCTION OF THE ONLINE INFORMATION SECURITY TRAINING LAB (P076)
Kiho Lee, Taehee Cho, Sangsoo Jang and Jaeil Lee
USE OF ELECTRONIC COMMERCE AND TECHNOLOGY BY CANADIAN BUSINESSES (P065)
Bryan van Tol

E-COMMERCE AGGREGATORS FOR JAPANESE SILK BUSINESS REVIVAL AND SUSTAINABILITY (P152)
Tsuyoshi Otani and Roberto Okada

EDI AND THE INTERNET IN ELECTRICITY MARKETS (P064)

Timo Bister

LEVERAGING THE STREAMLINED E-GOVERNMENTS, E-COMMERCE, AND E-BUSINESSES SERVICES THROUGH ISRUP E-SERVICE FRAMEWORK (P111)

Seyyed Mohsen Hashemi, Mohammadreza Razzazi and Mohamad Teshnehlab

THE IMPACT OF KEYWORD SEARCH ADVERTISING ON CONSUMERS' BRAND AWARENESS, CLICK THROUGH AND SUBSEQUENT BEHAVIOURAL INTENTIONS (P139)
Mohammad Al-khasoneh and Arthur Sweeney

12:30-14:00 Lunch Break

14:00-15:00 Session FSP 9.4 – e-Services // Business-oriented e-Commerce
(Room: Sarrià)

MEASURING E-COMMERCE SATISFACTION: REWARD ERROR AND THE EMERGENCE OF MICRO-SURVEYS (F124)

Roland Sparks, Nick Desai, Perumal Thirumurthy and Cindy Kistenberg

CREW AND AIRCRAFT RECOVERY THROUGH A MULTI-AGENT AIRLINE ELECTRONIC MARKET (F020)
Andreia Malucelli, António Castro, and Eugénio Oliveira

14:00-15:10 Session FSP 9.5 – e-Government
(Room: Sant Grevasi)

ABSTRACTION OF EGOVERNMENT (F121)

Abdelbaset Rabaiah, Eddy Vandijck and Farouk Musa

METHODS OF ACCESSING MGOVERNMENT INFORMATION AND SERVICES: COMPARISON BETWEEN WAP, MOBILE BROWSER, AND A J2ME CLIENT (S122)

Saif K Alshaali

E-PROCUREMENT & THE SME: CHALLENGES FOR SCOTLAND (S079)

Igor Dutra, Chris Findlay, Moira McGregor and Tom McEwan

15:30 Departure to the Tour and Conference Dinner

From the Hotel Barcelo Sants we drive to Plaza de Espanya to see the Bullring, the Miro Park and the Fair area of Barcelona on the way to Montjuich. Olympic ring and the best views of Barcelona from the Mirador del Alcalde. Commercial port, Columbus Column, Old Port, Gothic Quarter panoramic from the bus with the sea front and the narrow alleys, arrival at Plaza Catalunya and Paseo de Gracia with the Houses Batllo and Mila. Sagrada Familia outside and Guell Park. The Conference Dinner will be held at the Asador de Aranda.

Sunday 10, December 2006

08:30-18:30 Welcome Desk

09:00-09:50 Session FSP 10.1 – e-Commerce // Other
(Room: Sants)

ACCOUNTING INFORMATION SYSTEM'S QUALITY AS THE GROUND FOR QUALITY BUSINESS REPORTING (F038)
Ivana Mamić SačeR, Katarina Žager and Boris Tušek
THE ICT ASPECT OF E-READINESS EVALUATION IN TWO-YEAR POST SECONDARY SCHOOLS IN VOJVODINA (S075)
Zoran Marosan, Radovan Tomic and Borislav Josanov

09:00-09:50 Session SP 10.2 – Marketing on the Web
(Room: Sant Grevasi)

NON COMMERCIAL B2C VIRTUAL COMMUNITIES: VIRTUAL BRAND COMMUNITIES AND COMMUNITIES OF PRACTICE: AN EXPLORATORY QUALITATIVE STUDY FOR A PRECISION OF CONCEPTS (F048)
Imène Ben Yahia
SATISFACTION IN E-TOURISM A CASE OF EUROPEAN ONLINE CUSTOMERS (S035)
Masoomah Moharrer, Hooman Tahayori, Amir Albadavi, Seyed Hessameddin Zegordi and Hakan Perzonn

10:00-11:00 Session K2 – Keynote Presentation
(Room: Sarrià)

THREE E-COMMERCE THEMES: SOFTWARE, RELATIONSHIPS AND TWO-SIDED MARKETS
Professor Charles Hofacker, Florida State University, USA

11:00-11:30 Coffee Break

11:30-12:50 Session FSP 10.3 - Infrastructure for e-Commerce // The Future of e-Commerce
(Room: Sarrià)

ACHIEVING SUSTAINABLE BROADBAND IN EU COUNTRIES – INFLUENCING FACTORS AND STRATEGIC FRAMEWORK (F157)
Peter Trkman, Tomaz Turk and Borka Jerman Blazic
AN OPEN FRAMEWORK FOR LARGE-SCALE ONLINE MARKETPLACES (F150)
Tobias Dietrich and Detlef Seese
A CONCEPTUAL FRAMEWORK FOR SEMANTIC WEB-BASED ECOMMERCE (S055)
Kun Yang and Mamadou Tadiou Koné

11:30-12:50 Session FSP 10.4 – Technical Issues for e-Commerce
(Room: Sant Grevasi)

DIGICAM: A NEED-BASED RECOMMENDER SYSTEM (F046)
Ai Thanh Ho and Esma Aimeur
EVALUATING RISK IN E-BUSINESS DEVELOPMENT PROJECTS (F141)
Elias Pimenidis and Colin J. Miller
WEB PAGE RESPONSE TIME AS A FUNCTION OF PAGE COMPLEXITY (S074)
Thiam Kian Chiew and Karen Renaud

12:30-14:00 Lunch Break

14:00-15:50 Session FSP 10.5 – Trust & Security for e-Commerce
(Room: Barcelona A)

ELECTRONIC BILL OF LADING: A CRYPTOGRAPHIC PROTOCOL (F094)
Anastasia Pagnoni and Andrea Visconti
DIGITAL PSEUDONYM IDENTITY CARD TO CREATE DIGITAL IDENTITIES (S088)
Rafael Martínez-Peláez, Francisco J. Rico-Novella, Victor Morales-Rocha and Monica Huerta
PRIVACY IN CONTEXT-AWARE MOBILE BUSINESS APPLICATIONS (S092)
Emin Islam Tatli
EFFECTS OF SOCIAL PRESENCE AND CULTURAL REPRESENTATION ON WEBSITES FOR PROMOTING TRUST IN B2C E-COMMERCE - A SAUDI ARABIAN STUDY (S087)
Khalid Al-Diri, Dave Hobbs and Rami Qahwaj
A SUBSAMPLING & NORMALIZATION BASED WATERMARK DETECTION AGAINST ANISOTROPIC SCALING ATTACKS (S158)
Hwan Il Kang, Woo Seok Jang, Hwan Soo Kang, Jin Hyung Cho, Kwiseok Kwon and Dimitrios Hatzinakos

14:00-15:50 Session FSP 10.6 – Mobile Commerce
(Room: Sants)

DESIGN CRITERIA FOR WIRELESS PAYMENT APPLICATIONS IN VEHICULAR AD-HOC NETWORKS (F036)
Wolfgang Linsmeier and Robert Eigner
EXAMINING THE CONTINUANCE OF MOBILE INTERNET SERVICE USAGE: DEDICATION-BASED AND CONSTRAINT-BASED RELATIONSHIP PERSPECTIVE (F129)
Hee-Woong Kim and Kee-Young Kwahk
VALUE-BASED DESIGN OF MOBILE SERVICE OFFERS IN THE AUTOMOTIVE INDUSTRY (F131)
Hans H. Bauer, Anja Schüle and David Toma
A FRAMEWORK FOR CONTEXT-SENSITIVE MOBILE APPLICATIONS (S142)
Thomas Butter, Ingrid Duda, Markus Aleksy and Martin Schader

14:00-15:45 Session 10.7 - Reflection Papers
(Room: Montjuic)

'SAGE' ONTOLOGICAL DEFINES A 'PED' COGNITIVE AMONG PEOPLE, TECHNOLOGY AND PROCESS (R032)
Jerónimo Moreira de Oliveira, André Luiz Alves and André Barros de Sales
NEW ELECTRONIC CASH MODEL: A SCRIPT ANONYM (R093)
Rafael Martínez-Peláez and Francisco J. Rico-Novella
ROUND-TRIP REQUIREMENT CONSOLIDATION THROUGH ISRUPE-SERVICE FRAMEWORK (R115)
Seyyed Mohsen Hashemi, Mohammadreza Razzazi and S. Moein Hashemi
E-COMMERCE DEVELOPMENT IN CHINA: OPPORTUNITIES OR CHALLENGES? (R140)
Hongxiu Li and Reima Suomia
A NEW MODEL OF ELECTRONIC COMMERCE: HOW TO SELL OVER INTERNET WITHOUT INTERNET (R146)
Federico Botella, Fernando Borrás and José V. Segura
SUSTAINING COMPETITIVENESS IN DIGITAL ECONOMY: MALAYSIAN ICT STRATEGY (R151)
Fariza Hashim and Abdul Rahim Abu Bakar
THE IDENTIFICATION AND MEASUREMENT OF INTANGIBLE VALUE IN ORGANISATIONS, STILL A WORK IN PROGRESS (R138)
Prof Bill Martin, Dr John Byrne and Dr Edward Halpin

16:00-16:30 Coffee Break

**16:30-17:50 Session FSP 10.8 – Social Issues for e-Commerce
(Room: Barcelona)**

THE ROLE OF DIGITAL CHANNELS IN THE BEGINNING OF CUSTOMER RELATIONSHIPS (F060)
Kristina Heinonen and Thomas Michelsson
HOW PEER TO PEER MECHANISMS SUCH AS ELECTRONIC REPUTATION MAY IMPROVE E-MARKET EFFICIENCY: THE CASE OF E-BAY (F117)
Remy Juston-Coumat
PRIVACY BY AGREEMENT (S071)
Dora Galvez-Cruz and Karen Renaud

**16:30-18:20 Session FP 10.9 – e-Business Applications
(Room: Sants)**

AROUND QUALITY OF SERVICE FOR BUSINESS WEB SERVICES: FROM AVAILABILITY AND SECURITY TO MOBILITY S (F068)
Saida Ziane and Hichem Bacha
DETECTING EVENT PATTERNS IN E-MARKETS: A CASE STUDY IN FINANCIAL MARKET SURVEILLANCE (F137)
Piyanath Mangkorn tong and Fethi A. Rabhi
PERSONALIZATION MATURED - REDISCOVERING THE ESSENCE OF ONE-TO-ONE MARKETING (F069)
Christian Persson, Erik Wallin and Bo Lennstrand
WEB SERVICES ENABLING VIRTUAL ENTERPRISE TRANSACTIONS (S086)
Christos K. Georgiadis and Elias Pimenidis

**16:30-17:40 Session FSP 10.10 – Consumer-oriented e-Commerce // Retailing In e-Commerce (e-Tailing)
(Room: Montjuic)**

E-RETAILING MANAGEMENT: ANALYSING THE SPANISH E-CONSUMERS BEHAVIOUR (F017)
Eduard Cristóbal Fransi and Frederic Marimon Viadiu
USABILITY OF WEB SITES IN THE CONTEXT OF B2C (S101)
Ana Teresa Machado and António Palma Dos Reis
WEB-ATMOSPHERIC EFFECTS ON ONLINE CONSUMER BEHAVIOR: A REVIEW OF THE LITERATURE (S044)
George J. Siomkos, Adam P. Vrechopoulos and Emmanouela E. Manganari

**9:00-10:45 Session FRP 11.2 – e-Commerce Strategy and Implementation
(Room: Sants)**

ANTI-PHISHING AS A WEB-BASED USER SERVICE (F059)
Christopher Cranston and George R S Weir
IMPLICIT EXTRACTION OF USER CREDIBILITY FOR REPUTATION SYSTEMS IN E-COMMERCE (F143)
Jin Hyung Cho, Hwan Soo Kang, Kwiseok Kwon and Hwan Il Kang
IMPACT OF ICT IN THE MUSIC INDUSTRY IN GREECE (F080)
Dimitrios Xanthidis, David Nicholas and Edward Karavakis
A SECURE COMMUNICATION PROTOCOL (R135)
Mohamed Karim Aroua, Hella Kaffel Ben Ayed and Farouk Kamoun

10:30-11:00 Coffee Break

**11:00-12:30 Session FP 11.3 – Organisational and Managerial Issues // Supply Chain Management & e-Fulfilment
(Room: Barcelona A)**

FORECASTING OPTIMAL RE-ORDERING STRATEGIES FOR APPAREL RETAILERS WITH MULTI-AGENTS (F037)
Roberto Okada, Kohta Makino and Tsuyoshi Otani
INFORMATION INTEGRATION AND ORGANIZATIONAL PERFORMANCE (F127)
Doina Fotache, Octavian Dospinescu and Adrian Munteanu
BUSINESS RENOVATION TOWARDS SUCCESSFUL SUPPLY CHAIN MANAGEMENT IN OIL INDUSTRY (F145)
Ales Groznik and Peter Trkman

**11:00-12:20 Session FSP 11.4 – e-Commerce Strategy and Implementation
(Room: Sants)**

E-COMMERCE EXPERIENCES OF AN EARLY INTERNET ADOPTING AUSTRALIAN WINERY: A CASE STUDY (F023)
Carmine Sellitto
MODELLING B2B E-MARKETPLACES: THE ROLE OF INTERMEDIARIES (F073)
Markos Kourgiantakis and Emmanuel Petrakis
AN EXPERIMENTAL EVALUATION OF WEB DESIGN STRATEGIES FROM A NON-ICT USER'S VIEWPOINT. CASE STUDY: GREEK SITES (S081)
Dimitrios Xanthidis, David Nicholas and Paris Argyrides

12:30 Closing Session (Room: Barcelona A)

Prof. Pedro Isaías

Monday 11, December 2006

08:30-13:00 Welcome Desk

**9:00-10:00 Session SP 11.1 – Global e-Commerce
(Room: Barcelona A)**

E-COMMERCE DEGREES: WORLD TRENDS (S128)
Subhash Durlabhji and Marcelline Fusilier
THE EFFECT OF CULTURAL PERCEPTION ON E-COMMERCE (S033)
Ahu Genis-Gruber and Ilke Onur
THE CROSS-CULTURAL CHALLENGES OF ADOPTING B2C E-COMMERCE IN DEVELOPING AND UNDER-DEVELOPING COUNTRIES: AN EXPLORATORY STUDY (S063)
Fahim Akhter