

IADIS International Conference on e-Commerce 2007

CONFERENCE PROGRAM

Friday 7, December 2007

08:30-17:00 Welcome Desk

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

OPENING SESSION

Prof. Sandeep Krishnamurthy and Prof. Pedro Isaías

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

MULTICHANNEL MARKETING THAT MATTERS

Professor Venky Shankar, Texas A&M University, USA

11:00-11:30 Coffee Break

11:30-13:00 Session FP 7.1 - Marketing on the Web //
Knowledge Management
(Room: Lagoa)

**PREFERENCE-AWARE UBIQUITOUS ADVERTISEMENT
SCREEN (F097)**

Pekka Jäppinen and Jari Porras

**BEHAVIORAL MARKETING APPLIED TO SOME DIGITAL
PRODUCT CATEGORIES (F029)**

J. F. S. Castel-branco

**MANAGING KNOWLEDGE IN STRATEGIC ALLIANCES IN
THE BIOTECHNOLOGY SECTOR (F057)**

Susan Standing and Craig Standing

11:30-12:30 Session FSP 7.2 - Global e-Commerce //
Social Issues in e-Commerce
(Room: Porches)

**CULTURAL DIFFERENCES AND E-COMMERCE
BEHAVIOR: AN EMPIRICAL ANALYSIS (F032)**

Ahu Genis-Gruber and Bedri Kamil Onur Tas

**THE IMPACT OF ECOMMERCE AND INFORMATION
TECHNOLOGY IN DEVELOPING COUNTRIES (S050)**

Kip Becker

**AN ANALYSIS OF E-COMMERCE ADOPTION BETWEEN
DEVELOPED AND DEVELOPING COUNTRIES: A
HOLISTIC MODEL (S075)**

*Roland Sparks, Nick Desai, Perumal Thirumurthy and Cindy
Kistenberg*

12:30-14:00 Lunch Break

14:00-15:00 Session FP 7.3 – e-Services //
Other e-Commerce Models and Applications
(Room: Porches)

**TECHNICAL & BUSINESS CASE STUDY OF A FAX/SMS
MESSAGING E-SERVICE (F067)**

David Olivieri

**UNDERSTANDING TRADER HETEROGENEITY IN
PREDICTION MARKETS (F107)**

Dezon Finch and Donald J. Berndt

14:00-14:40 Session SP 7.4 –
Consumer-oriented e-Commerce
(Room: Lagoa)

**E-COMMERCE: CANADA'S TOP ONLINE CONSUMERS
(S048)**

Lawrence McKeown and Cathy Underhill

**AN ANALYSIS OF TAIWAN'S NON BANK-ISSUED
E-MICROPAYMENT PROGRAMS (S059)**

Wee Kheng Tan and Shih Kuo Chen

14:00-14:50 Session POSTERS
(Room: Alfanfina)

A NEW APPROACH ON B2B DATA SHARING (P045)

*Hamidreza Amouzegar, Farid KhoshAlhan, Anahita Naghilouye
Hidajy and Aida Naghilouye Hidajy*

**FACTORS INFLUENCING THE FUTURE OF
E-COMMERCE (P071)**

Christian Persson

**CONSTRUCTING ONLINE INFORMATION SECURITY
TRAINING SERVER FOR HOME PAGE (WEB)
DEVELOPERS AND ADMINISTRATORS (P098)**

Taehee Cho, Kyuman Ko and Sangsoo Jang

**COMMUNITY DRIVEN COMMERCE: DESIGN OF AN
INTEGRATED FRAMEWORK FOR SOCIAL SHOPPING
(P125)**

Peter Leitner and Thomas Grechenig

15:00-17:00 TUTORIAL
(Room: Lagoa)

SEARCH ENGINE OPTIMIZATION: THE BASICS

Professor Sandeep Krishnamurthy, University of Washington, USA

17:15 Departure to the Conference Dinner

Saturday 8, December 2007

08:30-19:00 Welcome Desk

09:00-11:00 Session FSP 8.1 – e-Government // e-Services
// Other

(Room: Lagoa)

**THE ROLE OF TRUST IN APPROACHING
E-GOVERNMENT SERVICES: A COMPREHENSIVE
THEORETICAL FRAMEWORK (F069)**

Rita Bissola and Andrea Carignani

**SUCCESSFUL RELATIONSHIPS IN THE E-BANKING
BUSINESS (F033)**

Luis V. Casalo, Carlos Flavián and Miguel Guinalú

**TOWARDS EFFICIENT AND TRANSPARENT
E-GOVERNMENT PROCESSES (S051)**

Abdelbaset Rabaiah and Eddy Vandijck

**INSIGHT IN FACTORS AFFECTING THE ADOPTION OF
WEB ACCESSIBILITY TOOLS IN E-GOVERNMENT
WEBSITES (S113)**

Abdulmohsen Abanumy

**UTILITY OF LABELED PICTOGRAMS FOR IMPROVING
PERFORMANCE IN DIRECTORY-BASED INFORMATION
SEARCH TASKS AT E-COMMERCE SITES (S093)**

Miki Namatame, Muneo Kitajima and Yukiko Nishizaki

09:00-11:10

0 Session FSP 8.2 – Supply Chain Management & e-
Fulfillment // e-Commerce Strategy & Implementation

(Room: Porches)

**A DOMAIN-SPECIFIC FLEXIBLE OPTIMIZATION
APPROACH FOR E-SUPPLY CHAIN MANAGEMENT (F020)**

Vasco Vinhas, Daniel Castro Silva, Pedro Abreu and Pedro Mendes

**E-COMMERCE: DEMAND FORECASTING AND
INVENTORY MANAGEMENT FOR SHORT LIFE CYCLE
PRODUCTS (S035)**

Manuel Carlos B. Figueiredo

**GUIDEBIS – GUIDANCE MODEL FOR BUSINESS
INTEGRATION SOLUTIONS (S119)**

Andreas Auinger and Dietmar Nedbal

**EQUIVALENT-BASED BILATERAL MULTI ISSUE
NEGOTIATION IN INCOMPLETE INFORMATION
SETTINGS (S026)**

Farzam Matinfar and Mohammadali Nematbakhsh

**NETWORK ENGINEERING FOR C-COMMERCE
INNOVATION: THE ROLE OF TRUST (S077)**

Mark Brogan and Leisa Armstrong

**THE PRE-EVALUATION MODEL TO THE TELEWORK
READINESS IN CHINA (S074)**

Zheng Zhao, Liang Liang and Kunihiko Higa

11:00-11:30 Coffee Break

11:30-12:30 Session K2 – Keynote Presentation

(Room: Lagoa)

SEARCH ENGINES: FRIENDS OR FOES OF BUSINESS?

Prof. Arvind Rangaswamy, Penn State University, USA

12:30-14:00 Lunch Break

14:00-16:05 Session FSRP 8.3 - e-Business Applications
and Software // Barriers to e-Business Adoption
(Room: Lagoa)

**A GENERIC PROCESS MODELLING APPROACH FOR
INTEROPERABLE E-BUSINESS TRANSACTIONS (F121)**

*Aikaterini Maria Sourouni, Sotirios Koussouris, Yannis
Charalabidis, Dimitris Askounis and Kostas Kalaboukas*

**BARRIERS TO ICT ADOPTION IN SMES – HOW TO
BRIDGE DIGITAL DIVIDE? (F115)**

Lukasz Arendt

**MICROCREDIT PRACTICES APPLIED DO E-SUPPLY
CHAIN MANAGEMENT (F017)**

Pedro Abreu, Pedro Mendes, Vasco Vinhas and Daniel Castro Silva

**E-PROCUREMENT SYSTEM OVER A P2P NETWORK
(S037)**

*Josef Ignacio Hötz Ordoño, M^a Teresa Ariza Gómez and Álvaro
Losada Sarmiento*

**THE USE OF WEB SERVICES IN E-BUSINESS: PROOF OF
CONCEPT (R062)**

*Eva Söderström, Jesper Holgersson, Paul Johannesson, Rahel
Hussain and Nikos Dimitrakas*

14:00-15:50 Session FSP 8.4 – Trust & Security Issues in
e-Commerce // Other e-Commerce Models and
Applications

(Room: Porches)

**A SUPPORT ARCHITECTURE FOR MULTI-CHANNEL,
MULTI-FACTOR AUTHENTICATION (F016)**

Karen Renaud, Richard Cooper and Mohamed Al Fairuz

**THE ROLE OF THE ACCOUNTANT'S WEB SEAL AND
GEOGRAPHICAL LOCATION IN ENGENDERING TRUST
(S064)**

S. Zoe Chu and Richard Fisher

**TOWARDS AN APPROACH FOR TRUST NEGOTIATION
(S105)**

Vu H., Jaillon Ph., Roelens M. and Serpaggi X.

**A STUDY ON TRUST AND VALUE ESTABLISHING STAGES
IN E-COMMERCE GROWTH PROCESS (S043)**

Shigeru Hayashi and Kunihiko Higa

**NEXT GENERATION SHOPPING: CASE STUDY
RESEARCH ON FUTURE E-COMMERCE MODELS (S126)**

Peter Leitner and Thomas Grechenig

16:00-16:30 Coffee Break

16:30-19:00 TUTORIAL

(Room: Lagoa)

MULTICHANNEL MARKETING: THE FUTURE IS HERE

Prof. Arvind Rangaswamy, Penn State University, USA

Sunday 9, December 2007

08:30-14:00 Welcome Desk

09:00-11:00 Session FP 9.1 – e-Commerce Strategy & Implementation
(Room: Lagoa)

HIGH CULTURE, HIGH CONTEXT: ONLINE STRATEGIES OF INDIGENOUS CULTURAL ENTERPRISES (F030)

Megan Cardamone

MARRYING E-BUSINESS WITH IT STRATEGY: A LONG-LASTING RELATIONSHIP? (F063)

Eva Söderström and Rose-Mharie Åhlfeldt

IS ONLINE CONSUMER PRICE SENSITIVE? A COMPREHENSIVE FRAMEWORK AND IMPLICATIONS FOR DEVELOPING E-PRICING STRATEGIES (F117)

Ana Isabel Torres and Francisco Vitorino Martins

UNDERSTANDING COOPERATION IN INTER-ORGANISATIONAL SYSTEMS (F120)

María Laura Ponisio, Klaas Sikkel, Lourens Riemens and Pascal van Eck

10:00-10:00 Session FRP 9.2 – Business-oriented e-Commerce
(Room: Porches)

E-COMMERCE IN DIGITAL PUBLISHING: SOME INDICATORS FROM A RESEARCH PROJECT (F046)

Bill Martin, Xuemei Tian and Professor Hepu Deng

PERFORMANCE INDICATOR-BASED BUSINESS PROCESS ENGINEERING WITH PERFORMANCE NETS (F065)

Marco Mevius

11:00-11:30 Coffee Break

11:30-12:50 Session FSP 9.3 – Online Management // Managing Innovation
(Room: Lagoa)

HOW THE SWISS WATCH INDUSTRY ADOPTS E-BUSINESS APPLICATIONS TO EXPORT (F079)

Lassaad Ghachem

ADOPTING TIME-DRIVEN ACTIVITY-BASED COSTINGMODEL FOR IT COST MANAGEMENT IN E-COMMERCE ORGANIZATIONS (F021)

Michael S.C. Tse

A LEAP AHEAD: ETOURISM TAKES THE WEB 2.0 CHALLENGE. REQUIREMENTS AND FUTURE DIRECTIVES (S056)

Josef Herget, Lydia Bauer, Sonja Hierl and Thomas Weinhold

11:30-12:30 Session DOCTORAL
(Room: Porches)

E-LOGISTICS DEVELOPMENTS IN THE CONSTRUCTION INDUSTRY – A WEB PORTAL (D066)

Tiago Pinho, José Telhada and Maria Sameiro Carvalho

12:50 Closing Session (Room: Lagoa)

Prof. Sandeep Krishnamurthy and Prof. Pedro Isaías