

IADIS International Conference e-Commerce 2009

PRELIMINARY CONFERENCE PROGRAM

Friday 19th, June 2009

08:30-18:00 Welcome Desk

11:30-12:00 Session O – Opening Session
(Room: Vila Lagoa)

OPENING SESSION

Prof. Pedro Isaías and Prof. Sandeep Krishnamurthy

12:00-13:00 Session KL1 – Keynote Presentation
(Room: Carvoeiro)

ELECTRONIC WORD-OF-MOUTH ON WIRED VERSUS WIRELESS INTERNET: HOW CAN WE UNDERSTAND SOCIAL INFLUENCE THEORY IN MOBILE COMMERCE?
Dr. Shintaro Okazaki, Universidad Autónoma de Madrid, Spain

13:00-14:30 Lunch Break

14:30-15:30 Session Doctoral Consortium
(Room: Porches)

FLOW AND ONLINE CONSUMER BEHAVIOUR: AN EMPIRICAL ANALYSIS OF E-LEARNING EXPERIENCES (D053)

Irene Esteban-Millat, Inma Rodríguez-Ardura and Antoni Meseguer

THE IMPACT OF CULTURAL ADAPTATION ON THE EFFECTIVENESS OF E-COMMERCE WEBSITES (D067)

Femke Vyncke, Malaika Brengman and Olga De Troyer

15:35-17:45 Session FSP 19.1

e-Commerce in developing countries // Barriers to e-Business Adoption

(Room: Porches)

BARRIERS OF ONLINE SHOPPING IN DEVELOPING COUNTRIES: CASE STUDY IRAN (F024)

Omid Bigdeli, Sanam Afaghzadeh, Amir Albadvi and Neda Abdolvand

FACTORS AFFECTING CONSUMERS ADOPTION OF ECOMMERCE IN SAUDI ARABIA FROM A CONSUMERS' PERSPECTIVE (F025)

Fahad Aleid, Simon Rogerson and Ben Fairweather

DOES FIT B2B E-COMMERCE FOR AGRIBUSINESS? A FIRST APPROACH FOR TRUST EVALUATION ISSUES IN SPANISH AGRIFOOD SECTOR (F027)

M^a Cristina Fernández, Isabel de Felipe and Julián Briz

STRATEGIC ALIGNMENT AS A WAY OF ADDRESSING THE BARRIERS TO E-BUSINESS ADOPTION (S059)

Eduardo Escofet, María José Rodríguez, José Luis Garrido and Lawrence Chung

E-PROCUREMENT ADOPTION BY SUPPLIERS: A RESEARCH PROPOSAL (S036)

Paulo Andrade and Bráulio Alturas

Saturday 20th, June 2009

08:30-17:00 Welcome Desk

09:00-10:10 Session FSP 20.1

Consumer-oriented e-Commerce // Supply Chain Management & e-Fulfilment

(Room: Porches)

RECOGNITION OF EMOTIONS IN E-COMMERCE-SETTINGS (F034)

Susanne Robra-Bissantz

A CUSTOMER FOCUSED E-COMMERCE APPROACH USING PURCHASING WEB PATTERNS (S035)

Markus Weinmann and Yvonne Gaedke

ASSESSING THE CONTRIBUTION OF SCM ON E-BUSINESS PERFORMANCE (S037)

María Teres Tiago, Flavio Tiago and João Couto

10:20-11:00 Posters Session

(Room: Porches)

WEB AND INFORMATION TECHNOLOGY AS CRITICAL THEMES IN THE CONSUMER BEHAVIOR BASED RESEARCH: A STUDY WITH THEMATIC NETWORKS (P029)

María Isabel Viedma-del-Jesus, Antonio Gabriel López-Herrera, Juan Sánchez-Fernández and Francisco Muñoz-Leiva

THE ANTECEDENTS OF USEFULNESS IN EXPERIENCED USERS OF WEB-BASED LEARNING MANAGEMENT SYSTEMS (P039)

Francisco Muñoz Leiva, Juan Sánchez-Fernández, María Isabel Viedma-del-Jesús, Antonio Gabriel López-Herrera

APPLICATION OF TERNARY AHP (P041)

Sylvia Encheva

11:00-11:30 Coffee Break

11:30-13:20 Session FSP 20.2

Other e-Commerce Models and Applications

(Room: Porches)

SMART SHOPPING SPACES: CONNECTING MERCHANTS AND CONSUMERS BY INNOVATIVE ONLINE MARKETPLACES (F063)

Peter Leitner and Thomas Grechenig

FROM A RETAIL-BASED E-MICROPAYMENT PROGRAM TO A MULTI-PURPOSE PROGRAM: WHICH CRITICAL FACTORS ARE NEEDED FOR SUCH A TRANSFORMATION? (F044)

Wee Kheng-Tan and Yu-Jie Tan

SITE PERSONALIZATION PROCESS BASED ON NAVIGATIONAL BEHAVIOR AND FUZZY ONTOLOGY (F068)

Juliano Z. Blanco, Antonio Francisco do Prado

SELF-PRODUCT CONGRUENCE: IMAGE-PERCEPTIONS OF POSTMODERN OUTDOOR-APPAREL CONSUMERS IN E-COMMUNITIES (S078)

Jan Breitsohl and Marwan Khammash

11:30-12:10 Session SP 20.3
Online Business Models // e-Government
(Room: Bogarts)

EXTERNALIZATION OF VIRTUAL PROTOTYPES AS AN E-COMMERCE SERVICE IN THE FASHION INDUSTRY (S047)
Carolin Löffler
BUILDING FINANCIAL CAPABILITY VIA THE INTERNET (S023)
Tanai Khiaonarong

13:00-14:30 Lunch Break

14:30-16:40 Session FSP 20.4
e-Commerce Strategy & Implementation // Knowledge Management
(Room: Porches)

ECUSTOMS CASE STUDY: MECHANISMS BEHIND CO-OPERATION PLANNING (F075)
María Laura Ponisio, Pascal van Eck and Lourens Riemens
FINDING TREND LEADERS FROM MARKETING TRANSACTION DATA (F069)
Masakazu Takahashi, Kazuhiko Tsuda and Takao Terano
ADDING VALUE TO ENTERPRISEWIDE SYSTEM INTEGRATION: A NEW THEORETICAL FRAMEWORK FOR ASSESSING TECHNOLOGY ADOPTION OUTCOMES (F064)
Linda Wilkins, Paula M.C. Swatman and Duncan Holt
MODERN ARCHITECTURAL REASONING FOR COMPLEX WEB COMMERCE APPLICATIONS (S030)
Thomas Lehrner, Birgit Pohn, Markus Schranz
MEASURING VIRTUAL KNOWLEDGE MANAGEMENT IMPACT IN FIRM'S PERFORMANCE (S033)
Flávio Gomes Borges Tiago, Maria Teresa Borges Tiago and João Pedro Almeida Couto

17:30 Conference Dinner

Sunday 21st, June 2009

08:30-13:15 Welcome Desk

09:00 – 11:00 Session FP 21.1
Consumer-oriented e-Commerce
(Room: Porches)

BUYER'S MINDSET ABOUT ONLINE PURCHASE AND AUCTION, AND ITS EFFECT ON PAYMENT CHOICE (F056)
Wee Kheng Tan and Yung Lun Chung
IMPROVING DIVERSITY AND RELEVANCY OF E-COMMERCE RECOMMENDER SYSTEMS THROUGH NLP TECHNIQUES (F058)
Andriy Shepitsen and Noriko Tomuro
FACTORS AFFECTING ONLINE APPLICATION OF INSURANCE PRODUCTS AND ITS IMPLICATIONS (F049)
Wee Kheng-Tan and Yu-Jie Tan
THE CONFLICTING ROLE OF ONLINE SWITCHING COSTS: THE MAIN AND INTERACTION EFFECTS ON CUSTOMER RETENTION (S065)
Ana Isabel Torres and Francisco Vitorino Martins

11:00-11:30 – Coffee Break

11:30-13:00 Session FP 21.2
Online Business Models // Other
(Room: Porches)

GUIDELINES TO THE DEVELOPMENT OF AN E-COMMERCE PLATFORM FOR CUSTOMIZED GARMENTS (F062)
Liliana Ribeiro, Paulo Duarte and Rui Miguel
TIME AND SPACE CONTEXTUAL INFORMATION IMPROVES CLICK QUALITY ESTIMATION (F052)
Mehmed Kantardzic, Brent Wenerstrom, Chamila Walgampaya, Oleksandr Lozitskiy, Sean Higgins and Darren King
THE BRAZILIAN MOBILE DIGITAL CONTENT MARKET: AN OVERVIEW (F076)
Marcelo Cortimiglia, Filippo Renga and Andrea Rangone

13:00 Closing Session
(Room: Porches)

Prof. Pedro Isaias and Prof. Sandeep Krishnamurthy