

# IADIS International Conference e-Commerce 2010

## PRELIMINARY CONFERENCE PROGRAM

**Wednesday 28<sup>th</sup>, July 2010**

**10:00-17:00 Welcome Desk**

**11:30-12:00 Session O – Opening Session  
(Room: 1016)**

**OPENING SESSION**

*Prof. Pedro Isaías and Prof. Sandeep Krishnamurthy*

**12:00-13:00 Session KL1 – Keynote Presentation  
(Room: 1016)**

*Manuel Arriaga, New York University - Leonard N. Stern School of Business, USA*

**13:00-14:30 Lunch Break**

**14:30-16:45 Session FSRP 28.1  
e-Commerce Strategy & Implementation // e-Business  
Applications and Software // Managing Innovation  
(Room: 1016)**

**A DECISION MAKING APPROACH – A META-MODEL FOR  
E-PROCESS SELECTION (F024)**

*Frina Albertyn*

**MEASURING THE MATURITY OF SUPPLIER  
RELATIONSHIP MANAGEMENT SYSTEMS (F023)**

*Tobias Mettler*

**COMPANY COMPLAINT RESPONSES: PERCEPTIONS  
AND PERSPECTIVES OF ONLINE CREDIBILITY (S039)**

*Jan Breitsohl, Marwan Khammash and Gareth Griffiths*

**USING GAME MECHANISMS TO CHANGE THE WAY  
COMPANIES INNOVATE (S035)**

*Maximilian Witt, Susanne Robra-Bissantz and Markus Weinmann*

**AN ANALYSE OF VARIABLES INFLUENCING**

**E-READINESS 2.0 (S038)**

*Yvonne Gaedke, Susanne Robra-Bissantz, Christian Sperling and Maximilian Witt*

**A ROAD MAP TO DEVELOP E-BUSINESS SECURITY  
ARCHITECTURE (R077)**

*Firoozeh Rahimimashhadi, Hossein Faghihi, Shohreh Karimaghaee and Masood Karimaghaei*

**Thursday 29<sup>th</sup>, July 2010**

**08:30-16:30 Welcome Desk**

**09:30-11:00 Session FSP 29.1**

**Marketing on the Web // Consumer-oriented e-Commerce  
(Room: 1139)**

**THE IMPACTS OF CONTEXTUAL REFERENCE PRICES  
ON CONSUMERS' ATTENTION AND PRICE JUDGMENTS  
(F027)**

*Mei-Chun Wu and Feng-Yang Kuo*

**THE EFFECTS OF SEX AND INTERNET USAGE ON  
SEARCH PATTERNS AND TASK PERFORMANCE ON THE  
INTERNET: AN EXPLORATORY STUDY USING AN  
INFORMATION PROCESSING PERSPECTIVE (F029)**

*Manon Arcand, Jacques Nantel and Sylvain Sénécal*

**THE ACQUISITION AND CONSUMPTION BEHAVIOUR OF  
MODERN RECORDED MUSIC CONSUMERS: RESULTS  
FROM AN INTERVIEW STUDY (F085)**

*Markus Makkonen, Veikko Halttunen and Lauri Frank*

**11:00-11:30 Coffee Break**

**11:30-12:50 – Session FSP 29.2**

**Retailing in e-Commerce (e-Tailing) // e-Commerce in  
Developing Countries  
(Room: 1139)**

**DO RETAILERS BENEFIT FROM THE LONG TAIL  
PHENOMENON? (F016)**

*Jochen Eckert, Christine Ebling, Bernd Skiera and Oliver Hinz*

**INTERNET RETAIL IN A DEVELOPING COUNTRY:  
PERFORMANCE MEASUREMENT AND BUSINESS  
OPERATIONS (F025)**

*G. Gunawan*

**E-COMMERCE AND THE INTERNATIONAL  
DISTRIBUTION OF SMES (S037)**

*Kittinoot Chulikavit*

**13:00-14:30 Lunch Break**

**14:30-15:55 Session FSRP 29.3**

**Trust & Security Issues in e-Commerce // Social Issues in  
e-Commerce  
(Room: 1139)**

**E-COMMERCE SECURITY: A COMPARATIVE ANALYSIS  
OF THE LAW IN THE UK AND MALAYSIA (F015)**

*Siew Wei Gan*

**AN INVESTIGATION ON EBXML SECURITY  
IMPROVEMENTS (S052)**

*Azadeh Iranmehr, MohammadBagher Sharifnia and Ensieh Sharifnia*

**DEVELOPMENT OF TRUST MODEL FOR INTERNET  
BANKING (S058)**

*MohammadBagher Sharifnia, Azadeh Iranmehr and Saeid*

*HassanHosseini*

**COMPARING ONLINE USERS' PRIVACY CONCERNS:  
FACEBOOK.COM VS. RUTEN.COM (R036)**

*Jih-Hsin Tang, Wei-Jie Jou and Yi-Jen Lin*

**20:00 Conference Dinner**

## Friday 30<sup>th</sup> July 2010

08:30-13:15 Welcome Desk

09:00-10:00 – Doctoral Consortium  
(Room: 1139)

**THE ROLE OF WEBSITE DESIGN FACTORS IN INITIAL TRUST FORMATION (D081)**  
*Farhod Karimov and Malaika Brengman*

10:00-11:05 Session FSPP 30.1  
Online Business Models  
(Room: 1139)

**THE GREEK B2B E-MARKETPLACE ENVIRONMENT: AN EMPIRICAL INVESTIGATION (F049)**  
*Vaggelis Saprikis, Maro Vlachopoulou and Vicky Manthou*  
**E-BUSINESS MODELS AS A TOOL TO INCREASE THE SALES OF THE SMES OF MÉXICO (S064)**  
*Yessica Helgueros*  
**E-ACTIVITIES BASED BUSINESS MODEL: THE CASE FOR E-TECHNOLOGY IMPLEMENTATION (P047)**  
*Roman Malo*

11:00-11:30 Coffee Break

11:30-12:50 Session FSP 30.2  
Mobile Commerce  
(Room: 1139)

**INTENTION TO EXPAND USAGE AND RECOMMEND MOBILE DATA SERVICES (F046)**  
*Wen-Kuo Chen, Heng-Chiang Huang and Seng-Cho T. Chou*  
**INVESTIGATING THE INFLUENTIAL FACTORS TOWARDS MOBILE SERVICES ADOPTION IN GREECE (F051)**  
*Theodora Zarpou, Vaggelis Saprikis and Maro Vlachopoulou*  
**ENABLING MOBILE CUSTOMER RELATIONSHIP MANAGEMENT FOR SMALL AND MEDIUM-SIZED ENTERPRISES (S032)**  
*Carolin Löffler and Michael Hettich*

12:50 Best Paper Awards Ceremony and Closing Session  
(Room: 1139)

*Prof. Pedro Isaías and Prof. Sandeep Krishnamurthy*