

IADIS International Conference e-Commerce 2011

CONFERENCE PROGRAM

Thursday 21st, July 2011

09:00-15:45 Welcome Desk

09:30-09:45 Session O – Opening Session
(Room: Space 4B)

OPENING SESSION

Prof. Sandeep Krishnamurthy and Prof. Pedro Isaías

10:00-11:00 Session KL1 – Keynote Presentation
(Room: Space 4B)

GOVERNANCE IN E-COMMERCE

By Professor Erich Schweighofer, Vienna University, Austria

11:00-11:30 Coffee Break

11:30-13:05 Session FSRP 21.1
**Online Business Models // e-Commerce Strategy
& Implementation**
(Room: Space 4B)
Chair: Maha Al-Khaffaf

**MEASURABLE PARAMETERS OF E-COMMERCE
SYSTEMS FOCUSED ON WEB INTERFACE (F025)**

Petr Suchánek, Radim Dolák and Kateřina Slaninová

**EVALUATING THE READINESS TO M-GOVERNMENT
IMPLEMENTATION IN BAHRAIN (F044)**

Ahmed Sowaileh and Ali AlSoufi

**THE DETERMINANTS OF ONLINE HOTEL RESERVATION
(S024)**

Hulisi Öğüt

**IMPACT OF E-GOVERNMENT ON THE PRIVATE SECTOR
AND THE ROLE OF PRIVATE SECTOR IN THE
E-GOVERNMENT INITIATIVES (R043)**

Hussain Kassem Wasly and Ali AlSoufi

13:00-14:30 Lunch Break

14:30-15:15 Poster Session 21.2
(Room: Space 4B)

Chair: Pedro Isaías

**UTILIZING THE COMMUNICATION-TECHNOLOGY TO
MINIMIZE THE FINANCIAL NEGATIVE INFLUENCE IN
THE SUPPLY CHAIN**

Ming-Yaun Hsieh, Wen-Yaun Wu, Chaang-Yuan Kung and Ya-Ling Wu

**INFRASTRUCTURE MODEL FOR ASSURANCE OF
AUTHENTICATION DATA EXCHANGE FORMAT**

Ahmed Tallat, Hiroshi Yasuda and Kilho Shin

**RESEARCH ON USING E-TECHNOLOGY AND
E-ACTIVITIES WITHIN BUSINESSES**

Roman Malo

**A CONCEPTUAL MODEL OF WEB ATM ADOPTION: AN
INTEGRATED PERSPECTIVE OF THE TRANSACTION
COST THEORY AND INNOVATION DIFFUSION THEORY**

Yi-Shun Wang, Shun-Cheng Wu, Hsin-Hui Lin, Yu-Min Wang and Ting-Rong He

**A MODEL OF CUSTOMER RELATIONSHIP
MANAGEMENT FOR THE CONTEXT OF PERMISSION-
BASED E-MAIL MARKETING**

Hsin-Hui Lin

15:45 Tour and Conference Dinner

Friday 22nd, July 2011

09:00-16:30 Welcome Desk

09:20-11:00 Session FSP 22.1
e-Commerce Models and Applications // e-Government
(Room: Space 4B)

Chair: Erich Schweighofer

**GENETIC ALGORITHM BASED OPTIMIZATION FOR
E-AUCTION (F102)**

Mourad Ykhlef and Reem AlQifari

**AN EXAMINATION OF THE CONTENTS OF PRIVACY
POLICIES ON THE AUSTRALIAN LOCAL GOVERNMENT
WEBSITES (F079)**

Qiuyan Fan

**CONSUMER BEHAVIORS IN REVENUE MANAGEMENT
W.R.T AUCTION THEORY (S085)**

Mariam Shafqat and Zeeshan Khawar Malik

**IMPACT OF VALUE PROPOSITION OF E-COMMERCE BY
FIRMS ON CUSTOMERS' ADOPTABILITY (S080)**

Aitzaz Ali and Zeeshan Khawar Malik

11:00-11:30 Coffee Break

11:30-13:10 Session FSP 22.2
Marketing on the Web // Retailing in e-Commerce
(e-Tailing)

(Room: Space 4B)

Chair: Carolin Löffler

**DETECTING EMERGING TOPICS AND TRENDS VIA
SOCIAL MEDIA ANALYTICS (F027)**

Richard Colbaugh and Kristin Glass

**ANALYZING SENTIMENT OF SOCIAL MEDIA CONTENT
FOR BUSINESS INFORMATICS (F028)**

Kristin Glass and Richard Colbaugh

**MULTICHANNEL RETAILING STRATEGIES IN THE
JAPANESE-STYLE DISTRIBUTION SYSTEM : THE CASE
OF KINOKUNIYA'S MULTICHANNEL STRATEGIES (S030)**

Hyemi Bang

**DEVELOPING COMMUNICATION PRACTICES BY
COMPUTER AND VIDEO-CONFERENCING SYSTEMS:
A CASE STUDY OF A FINNISH RETAIL BANK (S033)**

Johanna Ahola and Helena Ahola

13:00-14:30 Lunch Break

14:30-16:30 Session FP 22.3
Mobile Commerce // e-Business Applications and Software
(Room: Space 4B)
Chair: Alexander Norta

USING MOBILE MESSAGING SERVICES IN EDUCATION: DETERMINANTS OF STUDENTS' ATTITUDES (F073)
Boonlert Watjatrakul
INTRODUCING MOBILE SERVICES TO DEVELOPING COUNTRIES - A SOUTH AFRICAN PERSPECTIVE (F018)
Carolin Löffler and Michael Hettich
THE IMPACT OF INNOVATION, STANDARDIZATION, TECHNOLOGY MARKETING STRATEGY ON THE PERFORMANCE IN SOFTWARE COMPANY: COMPARATIVE STUDY ON SOFTWARE TYPE (F046)
Sung Hee Jang, Dong Man Lee and Hyun Sun Park
E-READINESS IN JORDAN ICT SECTOR COMPANIES (F039)
Maha Al-khaffaf

Saturday 23rd, July 2011

09:00-13:15 Welcome Desk

09:20-11:00 Session FSP 23.1
e-Logistics // e-Services
(Room: Space 4B)
Chair: Ali AlSoufi

ACCOUNTABILITY IN SINGLE WINDOW SYSTEMS USING AN INTERNAL CERTIFICATE AUTHORITY - A CASE STUDY ON THAILAND'S NATIONAL SINGLE WINDOW SYSTEM (F068)
Potchara Pruksasri, Jan van den Berg and Somnuk Keretho
VIRTUAL RECOMMENDATION DIFFUSION AND CO-SHOPPING INFLUENCE: THE ROLE OF DYADIC NETWORK-BASED INTERACTIONS (F077)
Ana Torres and Francisco Martins
CHANGES IN CONSUMER ACCEPTANCE OF DIRECT BANKING IN GERMANY FOLLOWING THE FINANCIAL CRISES (S063)
Dirk Braun, Jan Kaehler and Jürgen Karla
A CHOREOGRAPHY LANGUAGE FOR BUSINESS COLLABORATION: FROM ELECTRONIC CONTRACTING TO INTER-ORGANIZATIONAL ENACTMENT (S089)
Alex Norta

11:00-11:30 Coffee Break

11:30-12:15 Session FRP 23.2
The Regulatory Environment of e-Commerce
(Room: Space 4B)
Chair: Albert Ruppert

ORGANIZATIONAL CONTROL ENVIRONMENT AND COBIT'S IT CONTROL PROCESS IMPLEMENTATION (F064)
Nader Rezaei and Gareth Griffiths
REFLECTIONS ON PRIVACY IN NEW LOCATION BASED SERVICES IN SOCIAL NETWORKS (R053)
A. Paniza-Fullana, M. Payeras-Capellà, M. Mut-Puigserver and A. Isern-Deyà

12:15 Best Paper Awards Ceremony and Closing Session
(Room: Space 4B)

Prof. Sandeep Krishnamurthy and Prof. Pedro Isaías