



## Program at A Glance

Day 1: August 12, 2009 (Wednesday)		
13:00-14:00	<b>Registration</b>	4F
14:00-17:00	<b>Tutorials</b>	
	T1-A: Value Creation through Service and Service Innovation	4F VIP Rm 5
	T1-B: Diverse Mobile Services in 'Galapagos Islands'	4F VIP Rm 6
	T1-C: Lightweight Semantic Annotations for Services on the Web	4F VIP Rm 7

Day 2: August 13, 2009 (Thursday)		
07:00-08:00	<b>Registration</b>	4F
08:00-08:15	<b>Opening Ceremony</b>	3F Ballroom A
08:20-09:10	<b>Keynote Speech I</b> "Research Directions for IT Services Management and Services Science" by Dr. Robert J. Kauffman, Arizona State University	3F Ballroom A
09:20-10:10	<b>Keynote Speech II</b> "Challenges of Service Science for eCommerce Innovation" by Dr. James T. Yeh, Corporate Strategy, IBM	3F Ballroom A
10:10-10:40	<b>Coffee Break</b>	3F Ballroom A Foyer
10:40-12:00	<b>Panel I</b> "Green IT, Green Management and Electronic Commerce"	3F Ballroom A
12:00-13:30	<b>Lunch</b>	1F Brasserie
13:30-15:00	<b>Presentation Sessions</b>	
	S1-A: Service Innovation I	4F VIP Rm 5
	S1-B: Web Mining I	4F VIP Rm 6
	S1-C: E-Commerce Behavior	4F VIP Rm 7
15:00-15:20	<b>Coffee Break</b>	4F VIP Rm 5-7 Foyer
15:20-16:50	<b>Presentation Sessions</b>	
	S2-A: Service Innovation II	4F VIP Rm 5
	S2-B: Web Mining II	4F VIP Rm 6
	S2-C: Pricing Strategy	4F VIP Rm 7

Day 3: August 14, 2009 (Friday)		
08:00-08:50	<b>Keynote Speech III</b> "Search Engine Marketing in the Mobile Internet" by Dr. Lee-Feng Chien, Google Taiwan	3F Ballroom A
09:00-10:20	<b>Panel II</b> "How Can Academic Research Lead Industry and Create High Impacts on e-Commerce Practice?"	3F Ballroom A
10:20-10:40	<b>Coffee Break</b>	4F VIP Rm 5-7 Foyer
10:40-12:00	<b>Presentation Sessions</b> S3-A: Mobile Commerce S3-B: Web Mining III S3-C*: E-Business Support: Cloud Computing and Process Standardization	4F VIP Rm 5 4F VIP Rm 6 4F VIP Rm 7
12:00-13:30	<b>Lunch</b>	4F VIP Rm 1+2
13:30-14:30	<b>Presentation Sessions</b> S4-A: Web 2.0 and Social Media I S4-B: Knowledge Management I S4-C*: Social Network Analysis and Second Life	4F VIP Rm 5 4F VIP Rm 6 4F VIP Rm 7
14:30-15:20	<b>Poster Session and Refreshment</b>	4F VIP Rm 8+9
15:20-16:50	<b>Presentation Sessions</b> S5-A: Web 2.0 and Social Media II S5-B: Knowledge Management II S5-C*: International Aspects of E-Commerce: Negotiation and Microfinance	4F VIP Rm 5 4F VIP Rm 6 4F VIP Rm 7
18:00-18:50	<b>Tour to Taipei 101</b>	Taipei 101 Observatory
19:00~	<b>Conference Banquet at Taipei 101</b>	Shinyeh 101

Day 4: August 15, 2009 (Saturday)		
08:30-10:00	<b>Presentation Sessions</b> S6-A: Internet Security and Trust S6-B: Research Directions and Issues of Service Research: A Perspective of Business Information System S6-C*: Interorganizational Information Systems and Global IT Adoption	4F VIP Rm 5 4F VIP Rm 6 4F VIP Rm 7
10:00-10:20	<b>Coffee Break</b>	4F VIP Rm 5-7 Foyer
10:20-11:50	<b>Presentation Sessions</b> S7-A: Auction Bidding Strategy and Internet Security S7-B: Network Science Perspective for e-Commerce S7-C*: Consumer Perceptions and Online Recommendation Agents	4F VIP Rm 5 4F VIP Rm 6 4F VIP Rm 7
11:50~	<b>Lunch (Lunch Boxes)</b>	

\*: Research Development Mini-Tracks

# ICEC 2009 Program

## Keynote Speeches

**Keynote I: Research Directions for IT Services Management and Services Science** (08:20-09:10, August 13)

**Speaker:** Robert J. Kauffman Arizona State University, USA

**Keynote II: Challenges of Service Science for eCommerce Innovation** (09:20-10:10, August 13)

**Speaker:** James T. Yeh Corporate Strategy, IBM

**Keynote III: Search Engine Marketing in the Mobile Internet** (08:00-08:50, August 14)

**Speaker:** Lee-Feng Chien Google Taiwan

## Panels

**Panel I: Green IT, Green Management and Electronic Commerce** (10:40-12:00, August 13)

**Chair:** Byungtae Lee Korea Advanced Institute of Science and Technology, South Korea

**Panelists:** Jae Kyu Lee Korea Advanced Institute of Science and Technology, South Korea  
Allen Huang SAP  
Glen Yuan IBM

**Panel II: How Can Academic Research Lead Industry and Create High Impacts on e- Commerce Practice?** (09:00-10:20, August 14)

**Chair:** Jae Kyu Lee Korea Advanced Institute of Science and Technology, South Korea

**Panelists:** Robert J. Kauffman Arizona State University, USA  
Ting-Peng Liang City University of Hong Kong, Hong Kong  
Eric Wang National Sun Yat-Sen University, Taiwan  
National Central University, Taiwan

## Tutorials

**Tutorial T1-A: Value Creation through Service and Service Innovation** (14:00-17:00, August 12)

**Speaker:** Bo Edvardsson Karlstad University, Sweden

**Tutorial T1-B: Diverse Mobile Services in 'Galapagos Islands'** (14:00-17:00, August 12)

**Speaker:** Junichi Iijima Tokyo Institute of Technology, Japan

**Tutorial T1-C: Lightweight Semantic Annotations for Services on the Web** (14:00-17:00, August 12)

**Speaker:** Dumitru Roman University of Innsbruck, Austria  
Florian Fischer University of Innsbruck, Austria

## Paper Presentation Sessions

**Session S1-A: Service Innovation I** (13:30-15:00, August 13)

**Session Chair:** Furen Lin National Tsing Hua University, Taiwan

Intelligent Process Control System with RFID Cuboid

*Kyunglag Kwon, Jaehwan Ryu, Jongsoo Sohn and Injeong Chung*

Ubiquitous Knowledge-based Framework for RFID Semantic Discovery in Smart U-Commerce Environments

*Michele Ruta, Floriano Scioscia, Tommaso Di Noia, Eugenio Di Sciascio and Giacomo Piscitelli*

Identifying and Predicting Economic Regimes in Supply Chains Using Sales and Procurement Information

*Frederik Hogenboom, Wolfgang Ketter, Jan van Dalen, Uzay Kaymak, John Collins and Alok Gupta*

**Session S1-B: Web Mining I** (13:30-15:00, August 13)

**Session Chair: Francis Lau**

**University of Hong Kong, Hong Kong**

Discovering Special Product Features for Improving the Process of Product Selection in E-commerce Environment

*Sumit Maheshwari and P.Krishna Reddy*

Classifying Web Review Opinions for Consumer Product Analysis

*Christopher C. Yang, Y. C. Wong and Chih-Ping Wei*

Extracting Customer Knowledge from Online Consumer Reviews: A Collaborative-Filtering-based Opinion Sentence Identification Approach

*Chin-Sheng Yang, Chih-Ping Wei and Christopher C. Yang*

**Session S1-C: E-Commerce Behavior** (13:30-15:00, August 13)

**Session Chair: Benjamin Edelman**

**Harvard University, USA**

Discovering Clues for Review Quality from Author's Behaviors on E-commerce Sites

*Shen Huang, Dan Shen, Wei Feng, Yongzheng Zhang and Catherine Baudin*

A New Method for Ranking Changes in Customer's Behavioral Patterns in Department Stores

*Mojtaba Koopaei and Behrouz Minaei-Bidgoli*

**Session S2-A: Service Innovation II** (15:20-16:50, August 13)

**Session Chair: Kai-Lung Hui**

**Hong Kong University of Science and Technology, Hong Kong**

Interior Design: A Collaborative Service System Approach towards Constructive Value Co-Creation

*Wei-Feng Tung, Soe-Tsyr Yuan and Hui-Shan Chi*

A Quantitative Approach to Measure Customer Expectation for Service Innovation within Service Experience Delivery

*Yen-Hao Hsieh and Soe-Tsyr Yuan*

Use of Web Analytics to Estimate Adoption of a Novel Web Service for Magazine Self-Publishing: MagCloud

*Paulo Albuquerque, Polykarpos Pavlidis, Udi Chatow, Kay-Yut Chen, Zainab Jamal and Kok-Wei Koh*

**Session S2-B: Web Mining II** (15:20-16:50, August 13)

**Session Chair: Ling-Ling Wu**

**National Taiwan University, Taiwan**

Discovering Event Episodes from News Corpora: A Temporal-based Approach

*Chih-Ping Wei, Yen-Hsien Lee, Yu-Sheng Chiang, Jyun-Da Chen and Christopher C. Yang*

Keyphrase Extraction for Labeling a Website Topic Hierarchy

*Nan Liu and Christopher C. Yang*

Deriving Semantic Terms for Images by Mining the Web  
*Zhiguo Gong, Qian Liu and Jingzhi Guo*

**Session S2-C: Pricing Strategy** (15:20-16:50, August 13)

**Session Chair: Yung-Ming Li** **National Chiao Tung University, Taiwan**

Optimizing Price Levels in E-Commerce Applications with Respect to Customer Lifetime Values

*Burkhardt Funk*

Product Pricing using Adaptive Real-Time Probability of Acceptance Estimations based on Economic Regimes

*Alexander Hogenboom, Wolfgang Ketter, Jan van Dalen, Uzay Kaymak, John Collins and Alok Gupta*

**Session S3-A: Mobile Commerce** (10:40-12:00, August 14)

**Session Chair: Michele Ruta** **Politecnico di Bari, Italy**

Near-Field Communication-Based Secure Mobile Payment Service

*Kiran S. Kadambi, Jun Li and Alan H. Karp*

A Factor Analytic Approach towards Determining Mobile Tourism Services

*Dion H. Goh, Rebecca P. Ang, Alton Y.K. Chua and Chu Keong Lee*

Law Enforcement Officers' Acceptance of Advanced E-Government Technology: A Survey Study of COPLINK Mobile

*Paul Jen-Hwa Hu, Hsinchun Chen and Han-Fen Hu*

**Session S3-B: Web Mining III** (10:40-12:00, August 14)

**Session Chair: Chin-Sheng Yang** **Yuan Ze University, Taiwan**

Personalized Web Content Provider Recommendation through Mining Individual Users' QoS

*Songhua Xu, Hao Jiang and Francis C.M. Lau*

Overcoming Small-size Training Set Problem in Content-based Recommendation: A Collaboration-based Training Set Expansion Approach

*Yen-Hsien Lee, Tsang-Hsiang Cheng, Ci-Wei Lan, Chih-Ping Wei and Paul Jen-Hwa Hu*

Improving Product Review Search Experiences on General Search Engines

*Shen Huang, Dan Shen, Wei Feng, Catherine Baudin and Yongzheng Zhang*

**Session S3-C\*: E-Business Support: Cloud Computing and Process Standardization**

(10:40-12:00, August 14)

**Faculty Mentors: Fu-Ren Lin** **National Tsing Hua University, Taiwan**  
**Robert J. Kauffman** **Arizona State University, USA**

The Economics of Cloud Computing: Is It a New Paradigm or Is It Just a Passing IT Fashion?

*Dongwon Lee and Insoo Son*

Discussant: **Arti Mann** **Arizona State University, USA**

Countervailing Forces and the Effects of Process Standardization

*Robert J. Kauffman and Juliana Y. Tsai*

Discussant: **Hsiao-Lan Wei** **National Taiwan University of Science and Technology, Taiwan**

**Session S4-A: Web 2.0 and Social Media I** (13:30-14:30, August 14)

**Session Chair: Virendra Bhavsar** **University of New Brunswick, Canada**

Communication Process and Collaborative Work in Web 2.0 Environment  
*Eunjin Kim, JoongHo Ahn and Dongwon Lee*

An Endorser Discovering Mechanism for Social Advertising  
*Yung-Ming Li and Nine-Jun Lien*

**Session S4-B: Knowledge Management I** (13:30-14:30, August 14)

**Session Chair: San-Yih Hwang**                      **National Sun Yat-Sen University, Taiwan**

SSnetViz: A Visualization Engine for Heterogeneous Semantic Social Networks  
*Ee-Peng Lim, Maureen, Nelman Lubis Ibrahim, Aixin Sun, Anwitaman Datta and Kuiyu Chang*

The Impact of Knowledge Diversity on Software Project Team's Performance  
*Deng-Neng Chen, Yu-Jin Shie and Ting-Peng Liang*

**Session S4-C\*: Social Network Analysis and Second Life** (13:30-14:30, August 14)

**Faculty Mentors: Hsiangchu Lai**                      **National Sun Yat-Sen University, Taiwan**  
**Dongwon Lee**                      **Korea University, South Korea**

Using Social Network Analysis as a Strategy for E-Commerce Recommendation  
*Yunhong Xu, Jian Ma and Dingtao Zhao*

Discussant:                      Dongwon Lee                      Korea University, South Korea

Why People Participate in Social Virtual Worlds: An Exploratory Study in Second Life  
*Zhongyun Zhou, Xiao-Ling Jin, Doug Vogel and Xiaojian Chen*

Discussant:                      Arti Mann                      Arizona State University, USA

**Session S5-A: Web 2.0 and Social Media II** (15:20-16:50, August 14)

**Session Chair: Houn-Gee Chen**                      **National Taiwan University, Taiwan**

Examining the Impacts of Perceived Value and Perceived Quality on Users' Intention to Join Web 2.0 Communities  
*Chen-Ya Wang, Seng-cho T. Chou and Hsia-Ching Chang*

Identifying Bloggers with Marketing Influence in the Blogosphere  
*Yung-Ming Li, Cheng-Yang Lai and Ching-Wen Chen*

**Session S5-B: Knowledge Management II** (15:20-16:50, August 14)

**Session Chair: Ee-Peng Lim**                      **Singapore Management University, Singapore**

Sharing Private Information Online: the Mediator Effect of Social Exchange  
*Su-Yu Zeng, Ling-Ling Wu and Houn-Gee Chen*

Using Trust for Collaborative Filtering in eCommerce  
*San-Yih Hwang and Lung-Shian Chen*

Exploring the Influencing Factors on Inertia Source of Knowledge Flow  
*Chinho Lin and Ju-Chuan Wu*

**Session S5-C\*: International Aspects of E-Commerce: Negotiation and Microfinance**  
(15:20-16:50, August 14)

**Faculty Mentors: Byungtae Lee**                      **Korea Advanced Institute of Science and Technology, South Korea**  
**Ting-Peng Liang**                      **National Sun Yat-Sen University, Taiwan**

Is Language Familiarity Important for Global Business E-Negotiation?  
*Hsiangchu Lai, Wan-Jung Lin and Gregory E. Kersten*

Discussant:                      David Weber                      Arizona State University, USA

Information Technology and the Social Sustainability of Microfinance

*Robert J. Kauffman and Frederick J. Riggins*

Discussant: Byungtae Lee Korea Advanced Institute of Science and  
Technology, South Korea

**Session S6-A: Internet Security and Trust** (08:30-10:00, August 15)

**Session Chair: Carol Hsu** National Taiwan University, Taiwan

Adverse Selection in Online "Trust" Certifications

*Benjamin Edelman*

Flash Payment: Payment Using Flash Disks

*Morteza Sargolzaei Javan and Mehdi Shajari*

VONEX: A Novel Approach to Establishing Open Virtual Money Exchange Regime

*Angelina Chow and Jingzhi Guo*

**Session S6-B: Research Directions and Issues of Service Research: A Perspective of Business Information System** (08:30-10:00, August 15)

**Session Chair: Hong-Mei Chen** University of Hawaii at Manoa, USA

Understanding the Nature of Online Emotional Experiences: A Study of Enjoyment as a Web Experience

*Aleck Lin, Shirley Gregor and Michael Ewing*

An Integrated Framework for Service Engineering: A Case Study in the Financial Services Industry

*Hong-Mei Chen, Opal Perry and Rick Kazman*

Effect of Personalization on the Perceived Usefulness of Online Customer Services: A Dual-Core Theory

*Ting-Peng Liang, Hsin-Yi Chen and Efraim Turban*

**Session S6-C\*: Interorganizational Information Systems and Global IT Adoption** (08:30-10:00, August 15)

**Faculty Mentors: Frederick J. Riggins** Arizona State University, USA  
**Byungtae Lee** Korea Advanced Institute of Science and  
Technology, South Korea

Charting the Course: A Forward-Looking Assessment on Theories, Factors and Impacts of Global IT Adoption

*Robert J. Kauffman and David M. Weber*

Discussant: Shu-Chun Ho National Kaohsiung Normal University, Taiwan

The Influence of Interorganizational Information Systems on Supply Chain Knowledge Creation: A Social Capital Perspective

*Hsiao-Lan Wei*

Discussant: Juliana Tsai Arizona State University, USA

**Session S7-A: Auction Bidding Strategy and Internet Security** (10:20-11:50, August 15)

**Session Chair: Burkhardt Funk** Leuphana University Lueneburg, Germany

A Q-Learning Based Adaptive Bidding Strategy in Combinatorial Auctions

*Xin Sui and Ho-Fung Leung*

Setting Discrete Bid Levels Adaptively in Repeated Auctions

*Jilian Zhang, Hoong Chuin Lau and Jialie Shen*

Constructing an ARP Attack Detection System with SNMP Traffic Data Mining

*Han-Wei Hsiao, Cathy S. Lin and Ssu-Yang Chang*

**Session S7-B: Network Science Perspective for e-Commerce** (10:20-11:50, August 15)  
**Session Chair: Jae Kyeong Kim**                      **Kyung Hee University, South Korea**

A Hybrid Recommendation Procedure for New items Using Preference Boundary  
*Jae Kyeong Kim, Moon Kyoung Jang, Hyea Kyeong Kim and Yoon Ho Cho*

Design of Ubiquitous Sound Service Business Model as a Commerce-Embedded Media  
*Eun Jung Yoon, Arum Park and Kyoung Jun Lee*

Can Affective Factors Contribute to Explain Continuance Intention of Web-Based Services?  
*Yonnim Lee and Ohbyung Kwon*

**Session S7-C\*: Consumer Perceptions and Online Recommendation Agents** (10:20-11:50, August 15)

**Faculty Mentors: Hsiangchu Lai**                      **National Sun Yat-Sen University, Taiwan**  
**Christopher C. Yang**                      **Drexel University, USA**

Explaining Consumers' Perceptions of the Usefulness of Online Recommendation Agents  
*Hui-Chih Wang and Her-Sen Doong*

Discussant: Jessica Chen                      National Chi Nan University, Taiwan

**Poster Session** (14:30-15:20, August 14)

**Session Chair: Chin-Sheng Yang**                      **Yuan Ze University, Taiwan**

Let's Blog! A Social Cognitive Perspective of Intention to Use Blog  
*Kai-Yu Wang, Wen-Hai Chih and Dan-Yao Jhong*

A Knowledge Representation Model for Matchmaking Systems in e-Marketplaces  
*Manish Joshi, Virendra Bhavsar and Harold Boley*

Technical Construction Methods for E-Marketplace  
*Jingzhi Guo, Zhuo Hu and Zhiguo Gong*

Advertising Strategies for Peer-Supported Content Services  
*Yung-Ming Li, Hsu-Chia Chang and Jih-Hua Jhang-Li*

An Automated System for Search and Retrieval of Trademarks  
*Faezeh Karamzadeh and Mohammad Abdollahi Azgomi*

Recommender Service for Social Network based Applications  
*Yung-Ming Li and Han-Wen Hsiao*

Impact of Trust Belief on Download Intention of Bundled Freeware  
*Liwen Hou and Liping Wang*

A Factor Analytic Approach towards Determining Mobile Tourism Services<sup>†</sup>  
*Dioh Goh, Rebecca Ang, Alton Chua and Chu Keong Lee*

Use of Web Analytics to Estimate Adoption of a Novel Web Service for Magazine Self-Publishing: MagCloud<sup>†</sup>  
*Paulo Albuquerque, Polykarpos Pavlidis, Udi Chatow, Kay-Yut Chen, Zainab Jamal and Kok-Wei Koh*

Flash Payment: Payment Using Flash Disks<sup>†</sup>  
*Morteza Sargolzaei Javan and Mehdi Shajari*

Discovering Special Product Features for Improving the Process of Product Selection in E-commerce Environment<sup>†</sup>  
*Sumit Maheshwari and Polepalli Krishna Reddy*

<sup>†</sup>: Also presented in parallel sessions, S1-S7