



# International Conference on Electronic Commerce

Vienna (Austria), 31.10.2001 - 4.11.2001



**HOFBURG Congress Center Vienna**

## **Final Program**





## Committee's

### Conference Chair:

- [Hardy Hanappi](#) (Vienna University of Technology)
- [Jae K. Lee](#) (Co-chair, Korea Advanced Institute of Science and Technology),
- [Andrew Whinston](#) (Co-chair, University of Texas at Austin)
- [Beat Schmid](#) (Co-chair, University of St. Gallen, Switzerland)

### Keynote Speakers:

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- [Andre Stochniol](#) (CSC Europe)
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L.J. Heinrich (University of Linz, Austria),  
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- E.Turban (City University of Hong Kong, China)
- Y.Wind (University of Pennsylvania, USA)
- T.Yamaguchi (Shizuoka University, Japan)
- B.Yen (University of Hong Kong)
- Ch-Ch.Yu (National ChengChi University, Taiwan)
- H. Zimmermann (University of St. Gallen, Switzerland)
- J.L.Zhao (University of Arizona, USA)
- V.Zwass (Fairleigh Dickinson University, USA)



### Organizing Committee:

- [Edeltraud Hanappi-Egger](#)
- Heinz Hofmann
- Katharina Marsano
- Wolfgang Walzer
- Ursula Werner

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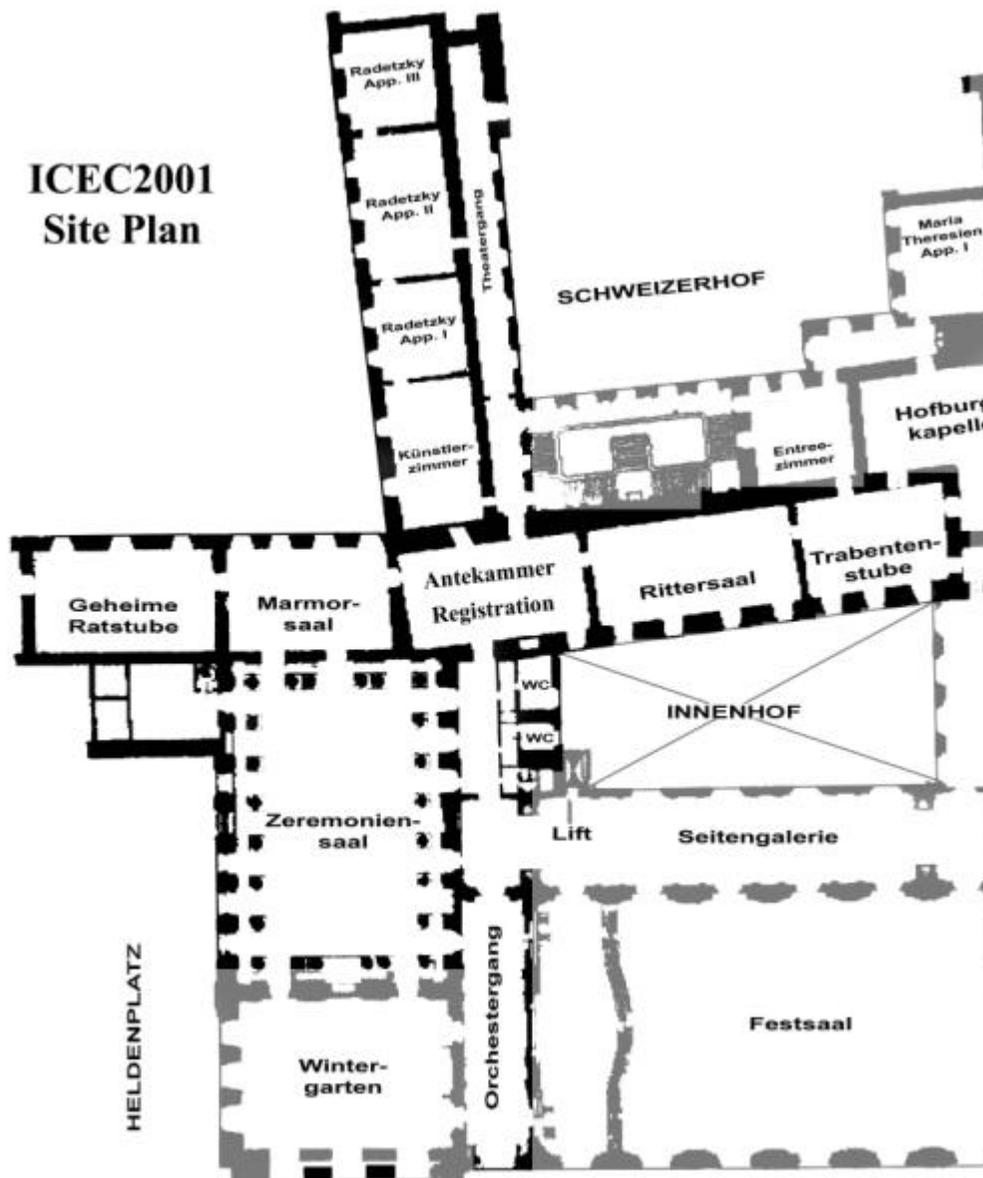
## Time Schedule

Time	October, 31 <sup>st</sup> 2001	November, 1 <sup>st</sup> 2001	November, 2 <sup>nd</sup> 2001	November, 3 <sup>rd</sup> 2001		November, 4 <sup>th</sup> 2001
9:00 - 10:30		<b><u>Welcome &amp; Plenary Session</u></b>	<b><u>Paper Sessions</u></b> <a href="#">Room1</a> <a href="#">Room2</a> <a href="#">Room3</a>	<b><u>Paper Sessions</u></b> <a href="#">Room1</a> <a href="#">Room2</a>	<b><u>Talks on selected Topics</u></b> <a href="#">Room3</a>	<b>Presentation of Firms &amp; Plenary Lecture</b>
11:00 - 12:30			<b><u>Paper Sessions</u></b> <a href="#">Room1</a> <a href="#">Room2</a> <a href="#">Room3</a>	<b><u>Paper Sessions</u></b> <a href="#">Room1</a> <a href="#">Room2</a>	<b><u>Talks on selected Topics</u></b> <a href="#">Room3</a>	
14:00 - 15:30	<b><u>Tutorials</u></b>	<b><u>Paper Sessions</u></b> <a href="#">Room1</a> <a href="#">Room2</a> <a href="#">Room3</a>	<b><u>Paper Sessions</u></b> * <a href="#">Room1</a> <a href="#">Room2</a> <a href="#">Room3</a>	<b>Presentation of firms</b>	<b>Panel on e-government</b>	<b>Best-Paper-Award &amp; Plenary Discussion</b>
16:00 - 17:30		<b><u>Paper Sessions</u></b> <a href="#">Room1</a> <a href="#">Room2</a> <a href="#">Room3</a>	<b><u>Paper Sessions</u></b> * <a href="#">Room1</a> <a href="#">Room2</a> <a href="#">Room3</a>			
19:00	<b><u>Social Event:</u></b> Welcome Reception		<b><u>Social Event:</u></b> Heuriger	<b>Meeting of Program Committee</b>		

\* There is an additional [workshop](#) on "Semantic Web-based E-Commerce and Rule Markup Language" organized



## ICEC2001 Site Plan





Wednesday, 31<sup>st</sup> November 2001

TUTORIALS

Location: [Geheime Ratsstube](#)

Date: Wednesday, 31<sup>st</sup> October 2001

Time	Titles	Speakers	Affiliation
14:00 - 15:30	<a href="#">E-government Austria</a> *	Siegfried Hermann	Ministry of Transport, Innovation and Technology, Vienna
15:30 - 16:00	<i>Coffe Break</i>		
16:00 - 17:30	<a href="#">E-government Austria</a> *	Siegfried Hermann	Ministry of Traffic, Innovation and Technology, Vienna

\* in German

**Abstract**

Das Tutorial widmet sich dem aktuellen Stand und ersten Erfahrungen mit e-government Projekten in Österreich auf unterschiedlichen politischen Ebenen. Darüber hinaus werden neue Trends in der Technologieentwicklung aufgezeigt, die massiven Einfluss auf die weitere Entwicklung von „E-Government Austria“ haben und einen Hinweis geben werden auf technologische Sackgassen und Innovationen.



Location: [Trabantenstube](#)

Date: **Wednesday, 31<sup>st</sup> October 2001**

Time	Titles	Speakers	Affiliation
14:00 - 15:30	<a href="#">Trends in Mobile Commerce</a>	Hans Dieter Zimmermann and Peter Aschmoneit	University of St. Gallen
15:30 - 16:00	<i>Coffe Break</i>		
16:00 - 17:30	<a href="#">Trends in Mobile Commerce</a>	Hans Dieter Zimmermann and Peter Aschmoneit	University of St. Gallen

### **Abstract**

The tutorial “Trends in Mobile Commerce” pursues the goal to contribute to a more in-depth understanding concerning the current developments in the field of Mobile Commerce. Therefore the tutorial will focus especially on business rather than on technological issues. The variety and complexity of business opportunities in the field of Mobile Commerce will be illustrated through a thorough discussion of selected business issues. Furthermore, we will discuss the interplay between Mobile and Electronic Commerce.

Accordingly the tutorial is subdivided into three sections of contents. To get a common understanding of the used concepts and terms, the first section is providing a general overview on technology, market trends, law and roles regarding Mobile Commerce. Built on this introductory section the main focus of the tutorial will be on business models for Mobile Commerce. We will have a deep look into three different business models: mobile portals, mobile communities, and wireless application service providing. As a result of this analysis we generalize important building blocks of sustainable business models for Mobile Commerce. The third section is dealing with the question of the configuration of mobile and fixed electronic channels. On the basis of the three business models we provide a deeper understanding of the suitability of each channel regarding communication, interaction and transaction.



Location: [Künstlerzimmer](#)

Date: Wednesday, 31<sup>st</sup> October 2001

Time	Titles	Speakers	Affiliation
14:00 - 15:30	<a href="#">Planning the B2B e-Commerce</a>	Jae Kyu Lee	Korea Advanced Institute of Science and Technology
15:30 - 16:00	<i>Coffe Break</i>		
16:00 - 17:30	<a href="#">Planning the B2B e-Commerce</a>	Jae Kyu Lee	Korea Advanced Institute of Science and Technology

### **Abstract**

This tutorial starts with the taxonomy of B2B EC by contrasting the roles of Exchanges, eProcurement Management Systems, Supply Chain Management (SCM) Systems, and ERP, which are key ingredients of B2B EC. The distinction and cooperation among them will be explained by observing their evolutions and the convergence toward the integrated goals. To establish the framework of B2B EC planning, we identify the contingent factors relevant to B2B planning and the alternative solutions we have in practice, and derive the relationships between them.

The issues that will be dealt from each of the key ingredients for B2B Planning are:

- 1) The exchange section deals with the architectures of exchange solutions; dynamics, strategies, and critical success factors of exchanges
- 2) E-Procurement section deals with the business models, strategies, and solutions of eProcurement, and its integration with ERP
- 3) SCM section deals with the performance and challenges of SCM, ways to bring the small and medium enterprises to SCM, and typical business models of SCM.
- 4) Strategies of integrating ERP with EC



Location: [Radetzky App. I](#)

Date: Wednesday, 31<sup>st</sup> October 2001

Time	Titles	Speakers	Affiliation
14:00 - 15:30	<a href="#">Cyber Law: Key Issues and Trends</a>	Mathew K. O. Lee	City University of Hong Kong
15:30 - 16:00	<i>Coffe Break</i>		
16:00 - 17:30	<a href="#">Cyber Law: Key Issues and Trends</a>	Mathew K. O. Lee	City University of Hong Kong

### **Abstract**

The legal environment underpinning the conduct of e-business has been undergoing rapid changes in many parts of the world. Recent developments in the US, where the case law and statutory law relating to e-business have been developing most rapidly, are particularly important to note as these developments may be indicative of some the main trends in cyberlaw which will manifest themselves in other parts of the world in the near future.

This tutorial will discuss some of the key issues and trends, focusing on areas such as copyright and peer-to- peer copying (e.g. MP3 and Napster), online business-method patents, domain name governance, computer crimes and jurisdiction.



**Thursday, 1<sup>st</sup> November 2001**

**WELCOME and PLENARY**

Location: [Zeremoniensaal](#)

Date: Thursday, 1<sup>st</sup> November 2001

Chair: Hardy Hanappi, Vienna University of Technology

Time	Speakers	Title	Affiliation
9:00 - 10:30	Dr. Norbert Rozsenich	<i>Opening Address</i>	Austrian Ministry of Transport, Innovation and Technology
	<b>Keynote Speaker:</b> <a href="#">Stuart E. Feldman</a>	<i>Research Challenges for E-Commerce</i>	Yale University IBM Watson-Research-Center, New York
10:30 - 11:00	Coffee Break		
11:00 - 12:30	<b>Keynote Speaker:</b> <a href="#">Andre Stochniol</a>	<i>How Technology moves Society - Today and in the Future</i>	CSC Europe Director of European Commerce Management Practice
	<b>Keynote Speaker:</b> <a href="#">Rosalie Zobel</a>	<i>Europe's Future Role in Global E-Commerce and E-Government</i>	EC, Directorate C, Information Society Technologies: New Working Methods and Electronic Commerce



Thursday, 1<sup>st</sup> November 2001

PAPER SESSION

Location: [Geheime Ratstube](#)

Date: Thursday, 1<sup>st</sup> November 2001

14:00 - 15:30 **Global market issues I**

Chair: Michael Latzer, Austrian Academy of Sciences

Title	Speaker	Affiliation
<i>Electronic Commerce and Global Marketing</i>	Ali Sanaie	Faculty of Administrative Sciences & Economics, University of Isfahan
<i>Least developed countries: breaking through the technological exclusion barrier</i>	Hans Peter Brunner	Asian Development Bank
<i>EEE: E-Commerce and Eastern Europe</i>	Hardy Hanappi	Vienna University of Technology



Location: [Geheime Ratstube](#)

Date: Thursday, 1<sup>st</sup> November 2001

16:00 - 17:30 **Global market issues II**

Chair: Hardy Hanappi, Vienna University of Technology

Title	Speaker	Affiliation
<i>Prominence and Economics of Internet and Wireless Technologies</i>	Somesh K.Mathur	Jamia Millia Islamia University, New Delhi
<i>Competition in B2C eCommerce: Analytical Issues and Empirical Evidence</i>	Stefan W. Schmitz and Michael Latzer	Research Unit for Institutional Change and European Integration, Austrian Academy of Sciences, Vienna, Austria
<i>Market Segmentation of Mobil Phone System in Telecommunications Industry</i>	Tung-Lai Hu	Department of Industrial Engineering, National Taipei University of Technology, Taiwan



Location: [Trabantenstube](#)

Date: **Thursday, 1<sup>st</sup> November 2001**

14:00 - 15:30 **Agent-based Systems I**

**Chair:** Roberto Okada, Miyagi University

Title	Speaker	Affiliation
<i>ID3-based Generation of Hypotheses on the Evolution of Electronic Commerce Agent</i>	Dong Su Jin and Kyoung Jun Lee	Korea University, Korea Advanced Institute of Science and Technology
<i>Design and Implementation of a Real time Auction System using information providing agent</i>	Okkyung Choi and Sangyong Han	Computer Engineering Department, Chungang University, Korea
<i>Dialogue-based Cyber Salesperson for Music Recommendation</i>	Joong-Jin Park, Supuratip Ghose, Jai-Eun Jung and Geun-Sik Jo	Dept. of Computer Science & Engineering, Inha University, Korea



Location: [Trabantenstube](#)

Date: Thursday, 1<sup>st</sup> November 2001

16:00 - 17:30 **Agent-based Systems II**

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

Title	Speaker	Affiliation
<i>Using Content Information for Finding Neighbors in the Collaborative Filtering Framework</i>	Young-Suk Ryu, Taek-Hun Kim, Ji-Sun Park, Seok-In Park, and Sung-Bong Yang	Department of Computer Science, Yonsei University Seoul, Korea
<i>GEM: Goods-agents in Electronic Markets</i>	Roberto Okada, Akihiro Fujii, Noriaki Oshida and Tuyoshi Ohtani	School of Project Design, Miyagi University; Brain Trust and Co
<i>Personalization of Information Access for Electronic Catalogs on the Web</i>	Benjamin P.-C. Yen and Robin C. W. Kong	University of Hong Kong; University of Hong Kong of Science and Technology



Location: [Künstlerzimmer](#)

Date: **Thursday, 1<sup>st</sup> November 2001**

14:00 - 15:30 **E-Government I**

**Chair:** Wimmer Maria, Johannes Kepler University Linz

Title	Speaker	Affiliation
<i>Teledemocracy: Myths or Chances?</i>	Edeltraud Hanappi-Egger and Savvas Katsikides	Vienna University of Technology; Cyprus University
<i>An Initial Framework for e-Government</i>	Guang Rong and Matthew KO Lee	Department of Information Systems, City University of Hong Kong, China
<i>Developing an e-Government Service Model: Business Model Approach</i>	Kyoung Jun Lee <sup>1</sup> and Joon Hyung Hong <sup>2</sup>	Korea Advanced Institute of Science&Technology <sup>1</sup> Seoul National University <sup>2</sup>



Location: [Künstlerzimmer](#)

Date: **Thursday, 1<sup>st</sup> November 2001**

16:00 - 17:30 **E-Government II**

**Chair:** Hanappi-Egger Edeltraud, Vienna University of Technology

Title	Speaker	Affiliation
<i>Reverse Auctions in the Brazilian Government: a case study</i>	Luiz Antonio Joia and Fuad Sacramento Zamot	Center of Academic and Research Studies, Brazilian School of Public Administration, Getulio Vargas Foundation
<i>An Application of E-Government in Government Funding Agencies for Evaluation and Selection of R &amp; D Projects</i>	Quan Zhang and Joyce Chan	Department of Information Systems, City University of Hong Kong, China
<i>European Development Towards Online One-stop Government: The "eGOV" Project</i>	Maria A. Wimmer	Johannes Kepler University, Linz



**Friday, 2nd November 2001**

**PAPER SESSION**

Location: [Geheime Ratstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

9:00 - 10:30    **Search Algorithms I**

**Chair:** Benjamin Yen, University of Hong Kong

<b>Title</b>	<b>Speaker</b>	<b>Affiliation</b>
<i>Web Content Quality and Author Reputation</i>	Johann Mitloehner	University of Economics and Business Administration, Vienna
<i>Web based micro-payment and rating services for the new economy of awareness</i>	Roland Alton-Scheidl and Marcus Streitner	Alton.networks, PUBLIC VOICE Lab
<i>Personalization in A Semantic Taxonomy-Based Meta-Search Agent</i>	Wooju Kim <sup>1</sup> , Larry Kerschberg <sup>2</sup> and Anthony Scime <sup>3</sup>	Chonbuk National University <sup>1</sup> , George Mason University <sup>2</sup> , SUNY-Brockport <sup>3</sup>



Location: [Geheime Ratstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

11:00 - 12:30 **Search Algorithms II**

Chair: Johann Mitloehner, University of Economics Vienna

Title	Speaker	Affiliation
<i>Customizing Buyer's Directory from Multiple Sellers' e-Catalogs</i>	Young Hee Joh and Jae Kyu Lee	Pyongtaek University Korea Advanced Institute of Science&Technology
<i>Electronic Catalog for Personalized Mobile Phone and its Impact</i>	Benjamin P.-C. Yen and Kenny Y.M. Ng	University of Hong Kong, Department of Industrial Engineering and Engineering Management, Hong Kong University of Science and Technology
<i>Integration of Self-Organizing Feature Maps and GA-Based Clustering Method for Market Segmentation in Data Mining</i>	R.J. Kuo S.Y. Chien	Department of Industrial Engineering, National Taipei University of Technology



Location: [Trabantenstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

9:00 - 10:30    **E-Business I**

**Chair:** Thomas Benesch, Technikum Joanneum Graz

Title	Speaker	Affiliation
<i>The Rise an Fall of the Dot.com: The Impact of Growth Rates and Fundign Options on The Mortality of Internet Start-ups</i>	Sian Owen	School of Finance and Economics, University of Technology, Sydney, Australia
<i>Game Design as a Matter of Art, Education and Commerce</i>	Matthias Fuchs and Sylvia Eckermann	Sibelius Academy, Helsinki
<i>Peer-to-Peer Electronic Commerce: A Taxonomy and Cases</i>	Kyoung Jun Lee	Korea Advanced Institute of Science&Technology



Location: [Trabantenstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

11:00 - 12:30 **E-Business II**

**Chair:** Hanappi-Egger Edeltraud, Vienna University of Technology

Title	Speaker	Affiliation
<i>E-Procurement means Profit through Purchasing</i>	Birgit Rothschedl, Christian Moser, Christopher Plank, Karin Schneider and Thomas Benesch	Technikum Joanneum GmbH., Graz, Austria
<i>Specification and Architecture of a Mobile Agent-based Bartering Business Model</i>	Kassem Saleh and Christo El Morr	American University of Sharjah, Dept. of Computer Science, Dept. of MIS United Arab Emirates
<i>Measuring and managing E-business projects through the Balanced Scorecard</i>	Wim Van Grembergen and Isabelle Amelinckx	University of Antwerp (UFSIA)



Location: [Künstlerzimmer](#)

Date: Friday, 2<sup>nd</sup> November 2001

9:00 - 10:30    **XML**

**Chair:** Zeljko Panian, University of Zagreb

Title	Speaker	Affiliation
<i>e-Quest: an XML- and Metadata-based System for Electronic Questionnaire Management</i>	Frederick Rennert and Gerhard Rumpeltes	Leading Professional, CSC Austria
<i>Intelligent XML Content Retrieval Manager for e-learning Environment</i>	SunGwan Han, JungSeop Yoon, HanCheol Cho and GeungSik Jo	Dept. Computer Science Engineering, Inha University, Korea



Location: [Künstlerzimmer](#)

Date: Friday, 2<sup>nd</sup> November 2001

11:00 - 12:30 **Prizing and value change management**

**Chair:** Young Hwan Lee, Hankuk University

Title	Speaker	Affiliation
<i>A Strategic Analysis of Competition Between Conventional Retailer and E-Retailer: Implications for Business Models in Electronic Commerce</i>	Se-Hak Chun and Jae-Cheol Kim	Ansan College of Technology Korea Advanced Institute of Science&Technology
<i>Value Chain Management: Towards Virtual Value Networks</i>	Panian Zeljko	University of Zagreb, Croatia Graduate School of Economics and Business
<i>Agent-based simulation of new economy</i>	Jaroslav Zajac	Department of Economics and Management, Slovak University of Technology



**Friday, 2<sup>nd</sup> November 2001**

**PAPER SESSION**

Location: [Geheime Rasstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

**14:00 - 15:30 Learning**

**Chair: Jaroslav Zajac, Slovak University of Technology**

<b>Title</b>	<b>Speaker</b>	<b>Affiliation</b>
<i>A Pedagogical Framework for E-commerce Courses: An Open Source Approach</i>	Lutfus Sayeed and Sameer Verma	Information Systems and Business Analysis, San Francisco State University
<i>Online Adaptive Educational Planing</i>	Alfredo Dilani and Valentina Poggioni	Dipartimento di Matematica e Informatica Università degli Studi di Perugia
<i>Using the Internet as a Learning Medium: Exploring the Impact of Extrinsic and Intrinsic Motivation</i>	Christy M.K. Cheung and Matthew K.O. Lee	Department of Information Systems, City University of Hong Kong, China



Location: [Geheime Rasstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

16:00 - 17:30    **Communication Aspects**

**Chair:** Alfredo Milani, University of Perugia

Title	Speaker	Affiliation
<i>UNL: a Language to Support Multilinguality in Internet</i>	Jesús Cardeñosa, Luis Iraola, and Edmundo Tovar	Universidad Politécnica de Madrid
<i>Brain Development Models for Web Commercialization</i>	David C. Ni, S. L. Ni and P. Shis	Nimbus Software and Services, UC Berkeley
<i>Healthcare Information Systems Using Digital Signature and Synchronized Smart Cards via the Internet</i>	Won Jay Song and Byung Ha Ahn	Systems Engineering and Operations Research Lab, Department of Mechatronics, Kwangju Institute of Science and Technology



Location: [Trabantenstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

14:00 - 15:30    **Organisational / Legal Issues I**    Chair: Andrea Everard, University of Pittsburgh

Title	Speaker	Affiliation
<i>Formulating an E-commerce Strategy</i>	Nilpa Shah and Ray Dawson	Loughborough University, Loughborough, UK
<i>The European Community's Legislation on e-commerce</i>	Jürgen Noll	Chair for Industry, Energy and Environment, Department of Business Studies, Vienna, Austria
<i>Critical Issues in e-business</i>	Andreas Cerny	CSC Austria



Location: [Trabantenstube](#)

Date: Friday, 2<sup>nd</sup> November 2001

16:00 - 17:30    **Organisational / Legal Issues II**    Chair: Nilpa Shah, Loughborough University

Title	Speaker	Affiliation
<i>Managing Interactions in Virtual Communities Using Social Network Analysis Approach</i>	WANG, Jyun-Cheng and CHEN, Chih-Lu	Dept. of Information Management National Chung-Cheng University, Taiwan
<i>The importance of confidence for success in e-commerce</i>	Jürgen Noll	Chair for Industry, Energy and Environment, Department of Business Studies, Vienna, Austria
<i>Interlocked Directorates in the Electronic Commerce Industry: An Exploratory Study</i>	Andrea Everard and Raymond Henry	University of Pittsburgh, USA



Location: [Künstlerzimmer](#)

Date: Friday, 2<sup>nd</sup> November 2001

14:00 - 15:30 **Applications I**

**Chair:** Ali Sanaie, University of Isfahan

Title	Speaker	Affiliation
<i>Development Support of E-Commerce Applications By Integrating Heterogenous Repositories Based on Ontologies</i>	Noriaki Izumi, Naoki Sugiura and Takahira Yamguchi	Department of Computer Science, Shizuoka University, Japan
<i>Informational efficiency in digital markets: An empirical study of the market for soccer betting in the internet</i>	Ursula Hauser-Rethaller, Stephan Kossmeier and Simon Weinberger	Institute for Advanced Studies, IHS, Vienna, Austria
<i>Content and Feature Based Multimedia Information Retrieval for Web Information Systems</i>	Chien-Chih Yu	Department of MIS, National Cheng Chi University, Taiwan



Location: [Künstlerzimmer](#)

Date: Friday, 2<sup>nd</sup> November 2001

16:00 - 17:30 **Applications II**

**Chair:** Noriaki Izumi, Shizuoka University

Title	Speaker	Affiliation
<i>Negotiation and Decision Making of Virtual Manufacturing Agent under Time-Bounded Environment</i>	Kyong Jun Lee, Yong Sik Chang, Hyung Rim Choi, Hyun Soo Kim, Young Jae Park and Byung Joo Park	Korea Advanced Institute of Science&Technology
<i>ESTIA-Efficient Eletctronic Services for Tourists in Action</i>	Guillermo Fernandez, José Luis Castillo and Ana Sofia Caires Branco	SchlumbergerSema, Spain
<i>An Application of Floating Genetic Algorithm Based Fuzzy Neural Network for Data Mining</i>	R.J. Kuo and J.A. Chen	Department of Industrial Engineering, National Taipei University of Technology, Taiwan



Friday, 2<sup>nd</sup> November 2001

WORKSHOP

Location: [Radetzky App I](#)

Date: Friday, 2<sup>nd</sup> November 2001

Time	Titles	Speakers	Affiliation
14:00 - 15:30	<a href="#">Semantic Web-based E-Commerce and Rule Markup Language</a>	Jae Kyu Lee <sup>1</sup> , Said Tabet <sup>2</sup> and Harold Boley <sup>3</sup>	Korea Advanced Institute of Science and Technology <sup>1</sup> , Nisus Inc. <sup>2</sup> , German Research Center for Artificial Intelligence <sup>3</sup>
15:30 - 16:00	<i>Coffe Break</i>		
16:00 - 17:30	<a href="#">Semantic Web-based E-Commerce and Rule Markup Language</a>	Jae Kyu Lee <sup>1</sup> , Said Tabet <sup>2</sup> and Harold Boley <sup>3</sup>	Korea Advanced Institute of Science and Technology <sup>1</sup> , Nisus Inc. <sup>2</sup> , German Research Center for Artificial Intelligence <sup>3</sup>



## **Overview**

With Web Services and the Semantic Web, Electronic Commerce is taking further steps towards the creation of Web Business Intelligence for truly personalized and intelligent interaction between service providers and service consumers.

The Semantic Web is a new W3C Activity trying to represent information in the World Wide Web such that it can be used by machines not just for display purposes, but also for automation, integration, and reuse across applications. Rule markup in the Web has become a hot topic since rules were identified as a Design Issue of the Semantic Web as well as a key ingredient of Electronic Commerce.

This workshop will explore rule systems suitable for the Semantic Web and ECommerce, marking up of rules in business documents, encoding of business processes and exchange of business policies between various systems on the Web. We will also discuss the application of rules in digital rights management, security and privacy, authentication and business policies and regulations.

We intend to bring together researchers and practitioners to foster an exchange of information and ideas, and to facilitate the discussion of current and emerging topics related to E-Commerce, the Semantic Web and Rules Markup Languages



Saturday, 3<sup>rd</sup> November 2001

PAPER SESSION

Location: [Geheime Ratsstube](#)

Date: Saturday, 3<sup>rd</sup> November 2001

9:00 - 10:30 **B2B**

Chair: Valerie Feldmann, University of Münster

Title	Speaker	Affiliation
<i>e-business – the Organisational Challenge</i>	Regina Gruber	CSC Austria
<i>The Future of Electronic B2B Marketplaces Results From a Delphi Study</i>	Hartmut H. Holzmüller and Jan Schlüchter	Institut für Marketing, Universität Dortmund, Deutschland
<i>Successful Deployment of B2B E-Commerce Applications: A Conceptual Framework</i>	Micki Hyde <sup>1</sup> and Ranganathan Chandrasekaran <sup>2</sup>	Belmont University <sup>1</sup> , University of Illinois-Chicago <sup>2</sup>



Location: [Geheime Ratsstube](#)

Date: Saturday, 3<sup>rd</sup> November 2001

11:00 - 12:30 **Consumers' Perspectives**

Chair: Micki Hyde, Southern Illinois University

Title	Speaker	Affiliation
<i>E-Commerce: barriers from the consumers' point of view</i>	Walter Peissl	Austrian Academy of Sciences, Vienna
<i>Framework for Building A Conducive Environment: The Lessons of Hong Kong</i>	Jerome Yen	University of Hong Kong
<i>Electronic Commerce in Mobile Environments: Towards a Context-Driven Approach of M-Commerce</i>	Valerie Feldmann	Freie Universität Berlin



Location: [Trabantenstube](#)

Date: **Saturday, 3<sup>rd</sup> November 2001**

**9:00 - 10:30 Business Models**

**Chair:** Joyce K. Y. Chan, City University of Hong Kong

<b>Title</b>	<b>Speaker</b>	<b>Affiliation</b>
<i>Developing Business Models for eBusiness</i>	Otto Petrovic , Christian Kittl and Ryan Teksten	evolaris eBusiness Competence Center, Austria
<i>Internet-Music-Services B2C-Music-Services as Innovative Business-Models?</i>	Peter Tschmuck	Institute for Cultural Management, University for Music and Performing Arts Vienna, Austria
<i>Collaborative Commerce - On the move?</i>	Andreas May	CSC Ploenzke



Location: [Trabantenstube](#)

Date: Saturday, 3<sup>rd</sup> November 2001

11:00 - 12:30 **E-Commerce National Aspects**

Chair: Peter Tschmuck, University for Performing Arts Vienna

Title	Speaker	Affiliation
<i>Adoption of Electronic Commerce in Hong Kong Small to Medium Size Enterprises</i>	Joyce K.Y Chan and Matthew K.O. Lee	City University of Hong Kong
<i>Technological aspects of E-commerce implementation in Azerbaijan</i>	Rufat M. Kasumov	Azerbaijan State Economic University, Azerbaijan
<i>E-Marketplaces: The Challenge for Austrian Enterprises</i>	Jürgen Janger, Rupert Zarl and Harald Zeiner	IWI: Industriewissenschaftliches Institut, Vienna



## TALKS ON SELECTED TOPICS

Location: [Künstlerzimmer](#)

Date: Saturday, 3<sup>rd</sup> November 2001

9:00 - 10:30

Chair: Hardy Hanappi, Vienna University of Technology

Title	Speaker	Affiliation
<i>ICT: Evidence of socio-economic change in Europe</i>	Gabriella Cattaneo	STAR project and Databank Consulting, Italy
<i>The Future of e-payments</i>	Peter Achleitner	Austrian National Bank, Vienna
<i>e-Commerce: EU funded projects and European vision</i>	Bernd Wohlking	BIT Austria



Location: [Künstlerzimmer](#)

Date: **Saturday, 3<sup>rd</sup> November 2001**

11:00 - 12:30

**Chair:** Hardy Hanappi, Vienna University of Technology

Title	Speaker	Affiliation
<i>E-Excellence Integrated: The Challenge of new Applications</i>	Jan M. Freese, Heinz Volopich and Wolfgang Horak	Center of E-Excellence, SIEMENS
<i>Legal Circumstances on the Way from E-Commerce to E-Government and "E-Xistance"</i>	Wolfgang Zankl	Zentrum für E-commerce und Internetrecht, Vienna
<i>Future trends in E-Commerce and E-Government</i>	To be nominated	IBM Austria



## Plenary Lecture

Location: [Zeremoniensaal](#)

Date: Saturday, 3<sup>rd</sup> November 2001

10:00 - 11:00

Title	Speaker	Affiliation
<i>Making Money in 3G</i>	Andrew Whinston	University of Texas at Austin, USA



## Making Money in 3G

Andrew B. Whinston<sup>1</sup>

Director, Center for Research in Electronic Commerce

McCombs School of Business, The University of Texas at Austin



The wireless sector is under intense competition and has started to witness the introduction of technology in many markets. We will first present the performance of wireless communications by comparing that of fixed and mobile communications and then discuss the implications for wireless communications. We will then discuss the implications of enhanced data services. Examples of enhanced data services will be data supply chain and data transaction. For the products to be profitable to the providers, the providers must be able to create value for themselves and their customers. For this to be the case, the products must be differentiated. If the data services are not differentiated, then the providers will have a small market. The products themselves are important in order to achieve the continued price reduction associated with the 3G wireless network. The technical organization structure of the wireless industry will evolve with the arrival of 3G and the introduction of 3G services. The introduction of 3G services will depend on the existing structure. The presentation will contain a case on a possible 3G service and discuss the potential for value.

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