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Preface

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Message from Conference Chair

Welcome to ICEB 2011, as you look at the conference program you'll see keywords:

Borderless

Next generation

Service Fairness

Service Innovation

Global E-readiness

Sustainable Business

Good Governance

Responsiveness

In the conference we begin with the metaphor of a Road Map, hopefully with GPS directions. There is no life in the present without connectivity. The eco-system we live in is becoming more electronic, more mobile, more beneficial in terms of responsiveness and sustainability. It can also be more frightening.

Innovation is at the speed of light. Our ability to use it is at the speed of our digits (thumbs for Blackberry, forefinger for IPADs)

Even with rapid innovation, one of the main factors that still holds things back is the failure to understand the full value and benefits of electronic or mobile capabilities, in business and much more broadly than just private business. Electronic business technology actually has huge potential to serve customers and citizens better worldwide. For instance, it offers opportunity to improve the performance of business and government service; it also offers assistance in solving social and community problems such as illness, drug abuse or reducing corruption.

At the same time it provides a portal to a very wide range of personal services, from entertainment fun such as music, games, gambling, to things like on-line personal investing.

It also is the window to more effective learning.

Our hope for this conference is that we can help to create greater understanding of the potential of e-business and its technologies, and develop better awareness of how to maximize potential and minimize its negative consequences.

Finally, I would like to thank all the authors as well as all the committee members and reviewers for their support, enthusiasm, and time, which help to make ICEB2011 become a successful conference during the critical time of flooding in Thailand.

Please enjoy, stay mobile and in touch.

Siriluck Rotchanakitumnuai
ICEB-2011Conference Chair