

Association for Information Systems

AIS Electronic Library (AISeL)

ICEB 2007 Proceedings

International Conference on Electronic Business
(ICEB)

Winter 12-2-2007

Preface

Eldon Y. Li

Soe-Tsyr Yuan

Follow this and additional works at: <https://aisel.aisnet.org/iceb2007>

This material is brought to you by the International Conference on Electronic Business (ICEB) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICEB 2007 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

- Welcome Message From Conference Chairs -

The Seventh International Conference on Electronic Business (ICEB-07) was held in Taipei, Taiwan, on 2 - 6 December 2007 at the Grand Hotel and was hosted by the MIS Department and Innovation & Incubation Center of National Chengchi University. The Proceedings for this Conference is presented in this volume. The ICEB Conference series aim to be the world's primary forum on broad, crosscutting issues for research and education in electronic business, attracting an international participation of researchers and practitioners. ICEB-07 continues the success of the prior ICEB events in Tampere of Finland, Hong Kong, Beijing and Singapore, and leads in this effort to chart the future course of the research and education in electronic business in terms of this year's conference theme "Service Innovation and Value Creation in Experience Economy".

Services dominate economic activity in developed economies, and yet a deep understanding of innovation remains limited. More and more corporations in the manufacturing sectors now see a growing share of revenues coming from their service units, not to mention existing strong growth of service businesses in many sectors including financial, information and business services. For becoming more systematic about service growth and productivity, service innovation is a topic of great relevance to business, academic and government leaders today. Moreover, the growing commoditisation of service offering has gradually transformed the market competition from quality of services to the creation of memorable experiences. As a consequence, the competitive position of a business now depends much on its ability to generate impressive experience through innovative delivery channel.

Since the ICEB Conference series see themselves as advocates for next waves of research and education in electronic business, this volume contains papers by leading experts in the fields; descriptions of ideas that are on the borderline between a research idea and a prototype; reports on concrete applications of the service technologies; its impact on various aspects of electronic business; plus considerations as to how society might adjust and react to the resultant changes. The major areas covered at the conference and presented in this volume include:

- Case Study in E-Business
- Cyber Law and Intellectual Property
- Decision and Information Science
- Data Mining and Business Intelligence
- E-Business Applications and Integration
- E-Business Entrepreneurship
- E-Business Models and Management
- E-Business Technology and Infrastructure
- E-Business Security, Trust and Privacy
- E-Finance and Real Estate
- E-Government and Technology Policy
- E-Learning and Innovations in Teaching
- Emerging Technologies
- Enterprise E-Services Architectures
- E-Service Auditing Techniques
- E-Service Technology and Innovation
- Group Systems and Collaborative Commerce
- Hospitality Business and the Internet

- Intelligent Agents and Web Services
- Internet Marketing and Advertising
- Internet Security and Privacy
- Knowledge Network and Management
- Personalized Ubiquitous E-Service
- Service Operations Management
- Service Science and Engineering
- Supply Chain Management and E-Logistics
- Technology and Innovation Management
- Other related topics

Although we are increasingly aware of the trend toward diversification within the context of next waves of electronic business issues, we have contributions from different research fields (e.g. Information Management, Social Science), different institutions (universities, research laboratories, companies), different application fields (e.g. e-commerce, e-business, e-industry, e-government), different work cultures (e.g. academia, industry; software engineers, researchers), different parts of the world (Asia, Australia, North America, Europe), and different user groups (e.g. everyone, special jobs, special needs). ICEB-07 emphasizes the need for identifying and experiencing the commonality between the different views, fields, and cultures involved in conference topics of interest as a common ground needs to be built and maintained in order to keep communication alive for exploring next waves of electronic business trends.

High quality papers have been selected and will be presented at the conference. Additionally, the conference features distinguished keynote speakers, which are active in the relevant communities, in addition to forums and panels. We would also like to thank all the authors as well as the Program Committee members and reviewers for their enthusiasms, their time and expertise, which helped to make ICEB-07 become a successful event.

The conference was sponsored by National Chengchi University, National Science Council of Taiwan, and Ministry of Education of Taiwan. The corporate sponsors included Institute for AdvenTech, Information Industry of Taiwan, Ministry of Education of Taiwan, Ministry of Foreign Affairs of Taiwan, National Science Council of Taiwan, PearsonEd, Trade-Van Information Service CO., United Microelectronic Corporation (UMC), Yahoo of Taiwan, The conference would like to thank all the sponsors of ICEB-07 for their generous support.

ICEB-07

Conference Chair Eldon Li

Program Chair Soe-Tsyf Yuan