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Preface

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Welcome Message from Conference Chairs

On behalf of Department of Decision Sciences and Managerial Economics of the Chinese University of Hong Kong, we would like to welcome you to Hong Kong and to the fifth International Conference on Electronic Business (ICEB 2005 Hong Kong). We hope you can enjoy the conference and the distinctive blend of East and West in this dynamic city.

ICEB 2005 Hong Kong is the fifth International Conference on Electronic Business which is offered by International Consortium on Electronic Business that was initiated by The Chinese University for Hong Kong, Hong Kong; National Chiao Tung University, Taiwan; Tsinghua University, China; and National University of Singapore, Singapore. The Consortium aims to be the leading forum for e-business knowledge and education in the world.

The aim of the fifth International Conference on e-Business is to foster the exchanges of research findings, innovative ideas and industrial practices in the area of e-business with particular emphasis on applications in logistics and supply chain management. ICEB 2005, the second time hosted by The Chinese University of Hong Kong at Sheraton Hotel and Towers, has more than 200 papers submitted and we collect 160 papers in the conference proceedings. The topics include decision support & group systems, Internet marketing & advertising, data warehousing & data mining, supply chain management & e-logistics, e-business models & enterprise e-service architecture, mobile commerce, Internet security & privacy, e-procurement, web intelligence, collaborative commerce, and others. We certainly hope this conference can provide a platform for exchanging the findings and issues in e-business.

The conference cannot be successful without your participation and the dedication of many colleagues. We would like to express our sincere appreciation for the support of Faculty of Business Administration, The Chinese University of Hong Kong; Centre for E-Business, National University of Singapore; Research Center for Contemporary Management, Tsinghua University; and Institute of Information Management of the National Chiao Tung University for co-organizing the conference. We would like to thank Professors Xiande Zhao and Jeff Yeung for their the great effort on serving as the program co-chairs, Professor C. C. Lee for serving as the chair for Doctoral Student Seminars, Professor Eldon Y. Li for the support from International Consortium on Electronic Business, and many colleagues for serving as international committee members. Also, the deepest gratitude to Li & Fung Limited, the sole and full sponsor, for giving us free hand on designing good quality of conference. Last but not least, we like to thanks our colleagues who dedicate to the conference, including Jessica Li, Roslind Sukendar, Kelvin Liu, Connie Vong, and many others.

We sincerely hope you can enjoy the hospitality extended by Department of Decision Sciences and Managerial Economics of the Chinese University of Hong Kong and your stay in Hong Kong.

Waiman Cheung and Timon Du
Conference Co-Chairs