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Message from General Chair and Program Co-Chairs [of ICEC '12, 14th Annual International Conference on Electronic Commerce, held in Singapore, 7-8 August 2012]

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ICEC 2012

SINGAPORE

14th Annual International Conference on Electronic Commerce

7th - 8th August, 2012

Hosts:

SMU
SINGAPORE MANAGEMENT UNIVERSITY

School of
Information Systems

LARC
LIVING ANALYTICS
RESEARCH CENTRE

A Warm Welcome from ICEC 2012's Honorary Co-Chairs

Welcome to Singapore Management University's (SMU) 1st Summer Institute on Analytics for Business, Consumer and Social Insights. The university is sponsoring this week-long event, together with the Living Analytics Research Centre (LARC).

This year marks the first installment of our Summer Institute. Its centerpiece is the 2012 International Conference on Electronic Commerce (ICEC 2012), a continuing academic conference on technological innovation and management in e-commerce. In addition, we will host the Workshop on Analytics for Business, Consumer and Social Insights, and a Symposium on Smart Supply Chain Execution.

SMU also was founded in 2000. Its mission, in addition to our research work, is to produce leaders and creative entrepreneurs capable of excelling in a rapidly changing and dynamic world. SMU was Singapore's first publicly-funded autonomous university, as well as the first here based on the American university model for research, education and internal governance. Our strong partnerships with the Wharton School at the University of Pennsylvania, with Carnegie Mellon University, and with several other leading U.S. universities, helped us tremendously during our first decade to get going and to build our own distinctive capabilities. As a university centred on "the world of business and management," we are fortunate to occupy a state-of-the-art city campus located in the heart of Singapore's civic, cultural and business district.

SMU is home to 6,853 undergraduate students, 680 post-grad students, and six schools: the Accountancy, Business, Economics, Information Systems, Law, and Social Sciences. By pioneering business, economic, legal, social science and technology-oriented programmes that create the capabilities that next-generation business leaders require, SMU has redefined tertiary education in Singapore. Already, the University has achieved a high degree of recognition and respect here, across Asia and globally as well.

The faculties across our six schools are all actively engaged in research. In our world that is centred on business, management and related areas, SMU aspires to be a leading university for knowledge creation, dissemination and application – and, as such, to provide an environment in which new ideas thrive. We offer many opportunities at SMU for intellectual exchange and interdisciplinary interactions through a multitude of conferences and seminars held across the university year round.

While the collective research output of our faculty spans many topics of individual interest, we are also taking a systematic, university-wide approach toward making major impacts and generating ideas that can change the world for the better. As a university, we have identified three Areas of Excellence that we aim to make our signature areas. These are: Analytics for Business, Consumer and Social Insights, Financial Markets and Institutions, and Innovation and Entrepreneurship. We are developing these into university-level competencies that span all six of our schools. The Living Analytics Research Centre, a joint effort with Carnegie Mellon University, is an excellent example of how we are building our capabilities in Analytics for Business, Consumer and Social Insights, and how we are reaching out across disciplinary boundaries within our schools as well as across them.

This is a primary impetus for our strong support of the Summer Institute and ICEC 2012.

Singapore is an extraordinary place for the University's Living Analytics effort because of its intense use of digital and social media, its intelligent infrastructure, its IT savvy population and its spirit of always looking to explore how to use emerging social trends for our societal and economic benefit. The LARC concept and the analytics tools for business, consumer and social insights that it are developed will be applicable to many of the world's leading urban centres. We welcome education, business and government innovation leaders from around the world to come to Singapore to learn what we are doing here with Living Analytics.

SMU's School of Information Systems (SIS), where LARC was established, is distinct from the other schools at the University. It is the only academic unit at SMU classified under Singapore's Science & Technology cluster of academic units, as defined by the Ministry of Education. As a result, SIS is eligible for Singapore government funding targeted for Science & Technology-based university programmes and research institutes. We have faculty who possess deep technology-based research and creation capability in selected areas of IT, systems and applications. SIS also has faculty who investigate managerial and business impacts of IT in firms, across collaboration networks and value chains, and in markets and industries.

We hope you will make the most of your time with our faculty, students and the many other academic and industry guests whom we have with us during ICEC and the 1st Summer Institute on Analytics for Business, Consumer and Social Insights.

Warm regards and welcome,

Rajendra Srivastava, Provost and Deputy President

Steven Miller, Professor, Dean of the School of IS, and Vice Provost of Research

Lim Ee-Peng, Professor of IS and Director, Living Analytics Research Centre

Message From General Chair and Program Co-Chairs

The 1st International Conference on Electronic Commerce was held in Seoul, Korea in 1999, with Professor Jae Kyu Lee, past dean of the business school at the Korea Advanced Institute of Technology as its founding chair. Since that time, the conference has been held all around in the world in such far-flung cities as: Xi'an and Hong Kong in China; Delft in the Netherlands; Pittsburgh, Honolulu and Minneapolis in the USA; Vienna and Innsbruck in Austria; as well as Taipei in Taiwan. The University of Liverpool hosted the most recent meeting in Liverpool, England in 2011.

Singapore, a major hub in the Asia Pacific region well known for its multi-racial and multi-cultural society, is proud to host the 14th International Conference on Electronic Commerce. Singapore Management University (SMU), the School of Information Systems (SIS) and the Living Analytics Research Center (LARC) are also delighted to be able to support the delivery of this event. The university, school and research center's location in Singapore, which itself has been promoting the development of leading-edge knowledge and analytics techniques during the past several years, is the perfect place to host a summer conference. Our city will welcome conference attendees with the red and white flag of the nation flying, in honor of Singapore's National Day on Thursday, August 9. During your time here, the mood of the city will be bright and open, while celebrating its past history, its current ethnic and linguistic breadth, its advanced and productive economy, and its aspirations for continuing success in the future.

ICEC 2012 and The Summer Institute. ICEC 2012 is one of several events that are occurring at SMU, SIS and LARC during a week of activities that we call "The Summer Institute in Analytics for Business, Consumer and Social Insights at LARC." This will truly be a week of "intellectual plenty" with lots of great Singaporean "food for thought." We know you'll enjoy the local food too, of course! ICEC 2012 is the third in a series of three related events that are occurring between Saturday, August 4 and Wednesday, August 8. Here's what else is going on just before ICEC …

During the weekend of August 4 and 5, LARC is hosting the 2012 Workshop on Analytics for Business, Consumer and Social Insights (BCSI 2012). This event is co-chaired by Rob Kauffman (SMU), Vasant Dhar (New York University), Byungtae Lee (Korea Advanced Institute of Science and Technology) and Jamshid Vayghan (IBM). This event is intended to bring together research leaders, faculty and doctoral students who are interested in sharing knowledge and learning about how to do world-class research involving "big data" and a variety of new "analytics" methods. They include: the design of naturally-occurring and fully-controlled experiments; methods for automating the collection of Internet and social network-based data; statistics for social network and event history analysis; and image and video stream data mining. BCSI will also host "future vision" debates and discussions, as well as coaching sessions on research for selected doctoral students and junior faculty, and some other discussions will be led by

industry practitioners. The emphasis will be on interdisciplinary interactions across industry and academia, that emphasize a growing area of excellence at SMU – analytics for business, consumer and social insights.

Then, on Monday, August 6, LARC will host the 2012 Workshop on Smarter Supply Chain Execution in Fulfilling Global E-Commerce (SSCE). The Chartered Institute of Logistics and Transport (CILT) of Singapore worked with SMU to organize this event. The workshop comprises presentations by government and industry representatives of CILT, the INFOCOMM Development Authority of Singapore, DHL Supply Chain Asia Pacific, United Parcel Services Asia Pacific, LinkedIn Corporation, the Merchant Solutions joint venture of Standard Chartered Bank and First Data Asia, Kuehne and Nagel International AG. There also will be participation from faculty associated with: Chongqing University, China; University of Illinois, Chicago, USA; and Singapore Management University. The goal is to encourage interaction among the participants on leading problems involving technology and information for improved supply chain performance, and to set an agenda for future research collaboration and knowledge development.

In parallel with SSCE 2012, participants in ICEC 2012 and BCSI 2012 will also be able to take advantage of an optional day visit to Singapore's Agency for Science, Technology and Research (A*STAR) located at one north science and business park. A*STAR is the nation's agency for fostering world-class scientific research and talent for a vibrant knowledge-based and innovation-driven Singapore. The visit is hosted by Dr. Yinping Yang, a Research Scientist and Independent Investigator at A*STAR's Institute of High Performance Computing (IHPC), who invites you to participate in a day of research demonstrations on selected innovative scientific and technological research in A*STAR, along with social functions including a walking tour and a lunch reception to promote the interaction between with the A*STAR hosting team and the interested participants.

Papers for ICEC 2012 were submitted both on a fully-competitive open reviewing basis, and for a set of invited research sessions dealing with different themes. Both of these involved the usual peer reviews. The first group comprised 45 submissions in total, of which 26 were accepted, for a competitive acceptance rate of about 42%. Papers in the second group round out the full contents of the conference. In keeping with the different norms of conference publication in different disciplines, authors were permitted to provide full papers or brief two-page abstracts for the proceedings. The authors represent many different countries in Asia, Europe and North America. We would like to thank the members of the Program Committee for all the reviewing service they offered to the conference – typically between two to four reviews per paper, totaling more than 300 reviews overall.

We expect the conference program to be exciting for ICEC 2012 attendees. Based on the interest shown by leading authors around the world, the large number of papers submitted, and the variety of theme represented, we think you are in for an intellectual treat! In addition, the rigorous review process coordinated by ICEC 2012's interdisciplinary Program Committee

will definitely support the post-conference fast-tracking of papers to academic journals. The Program Co-Chairs have encouraged the members of the Conference Program Committee to take the lead in this respect, and we have already contacted a number of journals to make arrangements in advance. In the conference proceedings, you will see many different topics covered, including social media, online gaming, Internet search, online recommendations, consumer behavior, e-market mechanisms, and much more. You will also see a variety of research methods showcased, including modeling and analysis, experimental and behavior research, data mining and econometrics, and theory development.

We have engaged three keynote speakers for ICEC, as well as participants for other academic and industry panels. The keynote speakers are Vasant Dhar (New York University), Michael Zhang (Hong Kong University of Science and Technology), and Jamshid Vayghan of IBM in North America.

ICEC 2012 took several years to organize – from the original discussions that were held to assess whether Singapore would be a good venue for the conference, to the completion on the catering and presentation space arrangements to assure that our participants will be comfortable. Our first thanks go to the many authors whose papers we reviewed and accepted. They are the "first creators" of quality, and what most participants will perceive as "the best" that ICEC has to offer this year. We also wish to recognize the members of ICEC 2012's Program Committee, who did an outstanding job of reviewing papers, and organizing invited research sessions. Their efforts made the construction of a conference program filled with innovative ideas and contributions of new knowledge possible. For this, we offer our sincere thanks.

We further acknowledge the Honorary General Chairs of ICEC 2012 from Singapore Management University: Professor Ee-Peng Lim, Professor and LARC Director at SMU; Steve Miller, Dean of SIS and SMU Vice Provost for Research; and Rajendra K. Srivastava, Provost and Deputy President of SMU. We thank our colleagues, whose support created exponential leverage for success. Their vision and leadership for research at LARC, the development of SMU's area of excellence in analytics for business, consumer and social insights, and willingness to support the Summer Institute events are the essential ingredients for the excellence of this event.

A special thanks also goes to LARC's administrative support team: Angela Kwek, Chua Kian Peng, Alenzia Wong, Fong Soon Keat, Pan Jie and others, who have helped in extraordinary ways with the various logistics to make everything come together into a smooth and seamless package.

Several other institutional contributors offered additional notes of thanks. Elsevier Publishing offered financial support, as well as access to special issue publication of ICEC 2012 papers after the conference, for authors' whose research is appropriate for journal submission after further development. Our thanks go to Rebecca Wilson, Publisher of the journal *Electronic Commerce Research and Applications*, whose responsibilities cover a variety of related areas of research in science, technology and management. In addition, we would like to recognize

A*STAR in Singapore and IBM in North America for their support and contributions of great human capital during the Summer Institute at LARC's week of events. We also wish to thank the following additional sponsors, who contributed in a generous way: IDMPO, Lee Foundation, SAS Singapore and MIS Asia.

Year in and year out, the authors, speakers, and attendees from academia and industry at this conference make it very special. They include masters and doctoral students, post-doctoral researcher and research scientists, junior and senior faculty members, and consultants, staffers, senior managers and entrepreneurs from industry. We would like to offer our warm thanks to all the participants of ICEC 2012 for contributing your newest and your best ideas in the spirit of interdisciplinary studies of e-commerce and e-business. The theme that we showcased this year involving 'analytics for business, consumer and social insights' is one that we hope the participants will continue to grow in their research going forward. This is an important new direction for computational social science that is currently transforming how organizations think about social networks, digital entertainment, mobile healthcare, cybersecurity, supply chain management, consumer marketing and many other facets of digital and traditional business.

We further hope that ICEC 2012 is able to provide an outstanding platform for the exchange of new ideas in e-commerce for our industry and academic colleagues – something that others have referred to as a unique Singaporean computational social science melting pot. We hope the different national and cultural backgrounds, contrasting professional and academic profiles, and international and interdisciplinary perspectives that participants being to Singapore will create the optimum conditions for intellectual exchange related to computational social science in the e-commerce space.

Rob Kauffman, General Chair

Martin Bichler, Hoong Chuin Lau, Chris Yang and Yinping Yang, Program Co-Chairs

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