The Fourth International Conference on Electronic Business

Dec 5 ~ 9, 2004
Beijing, China

PROGRAMME

SUPPORTED BY:
National Natural Science Foundation of China
Science Fund for Creative Research Group

HOSTED BY:
School of Economics and Management, Tsinghua University, Beijing, China
Research Center for Contemporary Management, Tsinghua University, Beijing, China
The Fourth International Conference on
Electronic Business
Dec 5 ~ 9, 2004, Xiyuan Hotel, Beijing, China

Program Layout

**SUNDAY, DECEMBER 5, 2004**
- 14:00-18:00 Registration (The Lobby of Xiyuan Hotel)
  - Registration will also be arranged on Dec 6, 8:00-12:00 am.
- 19:00-20:00 Reception (Revolving Restaurant)

**MONDAY, DECEMBER 6, 2004**
- 9:00-12:00 Plenary Session (the Grand Banquet Room)
- 12:00-13:00 Lunch (Food Street)
- 13:30-15:35 Session M3-R1 Session M3-R2 Session M3-R3 Session M3-R4
- 15:35-15:55 Coffee Break
- 15:55-18:00 Session M4-R1 Session M4-R2 Session M4-R3 Session M4-R4

**TUESDAY, DECEMBER 7, 2004**
- 08:30-10:10 Session T1-R1 Session T1-R2 Session T1-R3 Session T1-R4
- 10:10-10:30 Coffee Break
- 10:30-12:10 Session T2-R1 Session T2-R2 Session T2-R3 Session T2-R4
- 12:10-13:05 Lunch (Food Street)
- 13:30-15:35 Session T3-R1 Session T3-R2 Session T3-R3 Session T3-R4
- 15:35-15:55 Coffee Break
- 15:55-18:00 Session T4-R1 Session T4-R2 Session T4-R3 Session T4-R4

**WEDNESDAY, DECEMBER 8, 2004**
- 08:30-10:10 Session W1-R1 Session W1-R2 Session W1-R3 Session W1-R4
- 10:10-10:30 Coffee Break
- 10:30-12:10 Session W2-R1 Session W2-R2 Session W2-R3 Session W2-R4
- 12:10-13:05 Lunch (Food Street)
- 13:30-15:35 Session W3-R1 Session W3-R2 Session W3-R3 Session W3-R4
- 15:35-15:55 Coffee Break
- 15:55-18:00 Session W4-R1 Session W4-R2 Session W4-R3 Session W4-R4
- 19:00-20:00 Banquet (the Grand Banquet Room)

**THURSDAY, DECEMBER 9, 2004**
- One day tour (OPTIONAL)
  - Registration fee doesn't include the cost for one day tour, participants who plan to join the one day tour need to pay on site.
  - Hotel organize one day trip every day. If you want to join the one day trip, please tell Xiyuan Hotel staff about your one day tour plan when you check in, Hotel staff will guide you to purchase the one day tour ticket. Details about payment and tourist information see Tour Information on our website.
  - line 1: the Forbidden City, the Summer Palace and the Temple of Heaven
  - line 2: The Great Wall, Ming Tombs
The Fourth International Conference on Electronic Business
Dec 5 ~ 9, 2004, Xiyuan Hotel, Beijing, China

Program

SUNDAY, DECEMBER 5, 2004

_registration
t_ 14:00-18:00 Registration (The lobby of Xiyuan Hotel)
*Registration will also be arranged on Dec 6 8:00-12:00 am.

MONDAY, DECEMBER 6, 2004

Plenary Session
Chair: Jian Chen

_registration
t_ 9:00-10:00 Massive Quasi-Experimental Research Methods and the Discovery of E-Business Knowledge
Robert J. Kauffman

_registration
t_ 10:00-10:30 Coffee Break

Chair: Jian Chen

_registration
t_ 10:30-11:30 Push-Pull Production: A Model for the Internet Age
David D. Yao

Registration

Session M3-R1: SCM (I)

_registration
t_ 13:30-15:35 On Inventory Strategies of Online Retailers
Frank Y. Chen, S. H. Hum, Cheryl H. Sim
The Operating Cost in a Tele-working Organization
Xiaojun Li, Pengzhu Zhang, Fanghsin Liu
A Study of Benefits of Information Sharing between Production Systems and Service Centers
N.Viswanadham, Vijay Desai
Supply and Demand Management under Inducement of Price Discounts - A Monte Carlo Simulation Analysis
Henry C. Co
Coordination Mechanisms in the Supply Chain based on E-business
Suiicheng Li, Xianxia Cui, Gongqian Liang

Session M3-R2: Case Study: Regional e-Business

_registration
t_ 13:30-15:35 E-business and Organizational Learning: A Case Study of Three Globally Operating Companies
Marjatta Maula
Intended Usage of Online Supermarkets: The Singapore Case
Hui Tak Kee, David Wan
E-Business: Factors of EAI Adoption in an Australian Electricity Company
Ying Chen, Alex Wong

Exploring the Reality of E-Commerce Benefits among South African Businesses
Alemayehu Molla

Forecasting the Consumption for Electricity in Taiwan
Hsiaotien Pao, Tenpao Lee

Session M3-R3: E-readiness and Regional E-business Strategy (I)

13:30-15:35
The Analysis of the Difficult Point on Developing E-Commerce of the Western Region in China
Luming Yang, Hongli Hu, Cuiping Zhu, Zhuqing Yang

An Initial Study on the Intensifying Enterprises Information Management
Peiji Shao, Jingjing Li, Jing Yang, Jie Wan

An Exploratory Study of the Electronic Distribution of Hotel Rooms in Europe
David C Gilbert, Liz Leekelley, Dominic W Beveridge

How E-Ready is E-Sri Lanka?
Velauthapillai Dhayalan, Reggie Davidrajuh

A Study of Competences and Indicators for Electronic Commerce Professional Managers
Chihhung Wu, Wenchang Fang, Gaoliang Wang

Session M3-R4: E-Logistics and Virtual Enterprises

13:30-15:35
A Study of Corporate Managerial Module and Information System Orienting Agile Virtual Enterprises
Tong Shu, Shou Chen

The Virtual Service Value Chain: Disruptive Technology Delivering Competitive Advantage for the Services Industry
John Hamilton

E-Logistics Comparative Positioning Model: A Multi-National Enterprise Airline Study
John Hamilton

Trust, Relationship Commitment and Supply Chain Integration in China
Baofeng Huo, Xiande Zhao, Jeff Hoi Yan Yeung

The Implementation of an Intelligent Logistics Tracking System Utilizing RFID
Chichun Lo, Wenchuan Hsieh, Litsung Huang

15:35-15:55 Coffee Break

Session M4-R1: SCM (II)

15:55-18:00
Research on the Supply Chain Partnership Relations with Association Rule Analysis
Huiying Zhang, Dezhi Zhu, Jin Du, Xin Chen

Development Stages of Supply Chain Management in E-Business Environment
JeongWook Choi

Collaborative Planning, Forecasting and Replenishment: Demand Planning
Session M4-R2: Recommendation System in E-business


Session M4-R3: E-readiness and Regional E-business Strategy (II)


Session M4-R4: E-business Model (I)

Rationality Validation of Business Process Model by Simulation Method
Ke Ning, Yuliu Chen, David O'Sullivan

TUESDAY, DECEMBER 7, 2004

Session T1-R1: Customer Relation Management (I)

⏰ 08:30-10:10  Collaboration Strategy of Business-to-Business Enhancing Customer Satisfaction
Chulsoo Kim, Youn Tae Kim

Customers Confidence in E-business: An Evaluation of Australian Practices
A Case Study
Daniel Chandran

A Comparison of Brand Loyalty in Online and Physical Channels: An Empirical Application to Supermarkets
Javier Cebollada

An Exploratory Study of the Effects of CRM Practices on CRM Effectiveness and Business Performance
Jashen Chen, Russell K.H. Ching, Eldon Y. Li, Yiling Liao

Session T1-R2: E-learning and Knowledge Management (I)

⏰ 08:30-10:10  What E-learning Providers and End Users Should Do Respectively before Initiating Such a Learning Project
Zheng Zhao

Effective E-Teaching: The Case of Hong Kong
Candy K. Y. Ho, Ivy Chan

Adaptive User Interfaces for Intelligent E-Learning: Issues and Trends
Abdul Rahim Ahmad, Otman Basir, Khaled Hassanein

From Idea to Knowledge-Generating New Knowledge on E-Business
Johanna Tommila, Anne Mari Järvelin, Marko Seppä

Session T1-R3: SME E-business Strategy (I)

⏰ 08:30-10:10  Comparison of E-Commerce Practices between Large Enterprises and Small to Medium Enterprises
Sehyung Cho, Yongkyun Chung, Seungchul Kim

Determinants of E-Commerce Adoption in SMEs
Pham Thi Thanh Hong, Nguyen B. Giang

Towards a Definition of IT Management Sophistication in Small Firms
Theekshana Suraweera, Paul Cragg, Annette Mills

Maximising Technology Efficiencies for SMEs Using Computer Intelligence
Adrian Collins

Session T1-R4: E-business Model (II)

⏰ 08:30-10:10  Markov Chain-Based Clustering Analysis of Customers and WebPages
ChangShou Deng, Pie Zheng, Yanling Yang, Bingyan Zhao

Comparing Sales Strategies Using the Markov Chain Relationship Model
Bocheng Chen, W.H. Ip, Peng Sheng, H.L. Yu
Business Drivers for Application Servicing and a Software-as-a-Service Model
Jiri Vorisek
An E-Logistics Model for Effective Collaborative Commerce
Pradeep Kumar, Tapas Mahapatra

10:10-10:30 Coffee Break

Session T2-R1: Customer Relation Management (II)

10:30-10:50 Analysis of Costs, Benefits and ROI of CRM Implementation
Lun Hou, Xiaowo Tang
A Web-Based Decision Support Systems for The Chronic Deteriorating Diseases
Chichang Chang
Internet Shopping Behavior among Singaporeans: Gender and Educational Issues
Hui Tak Kee, David Wan
Successful Customer Relationship Management: Antecedents and Imperatives
Frederick L. Capossela

Session T2-R2: E-learning and Knowledge Management (II)

10:30-10:50 A Methodology to Support the Design and Deployment of Knowledge Management within Inter-organizational Networks
Tomaso Forzi, Meikel Peters, Stefan Bleck
A Managers’ Guide to KMS Adoption and Diffusion
Jun Xu, Mohammed Quadddus
E-Learning Performance and Students’ Results Case of a French Business School
Emmanuel Houze, Regis Meissonier
A Qualitative Approach to E-Learning? A Dynamic Situation in Montpellier Business School
Dominique Drillon, Eleni Boursinou

Session T2-R3: SME E-business Strategy (II)

10:30-10:50 Supporting Small Businesses' Penetration of New International Markets - Practitioner’s Approach
Jaroslav Jandos
E-Business Adoption in Marketing and its Relationship with Factors in SWOT Analysis: an Empirical Investigation of Small Software Businesses
Edward W.N. Bernroider, Alexander Hampel
Antecedents of E-Business Assimilation in Manufacturing SMEs
Louis Raymond, Francois Bergeron, Sam Bili
Internet role in Lithuania SMEs Internationalization
Rimantas Gatautis, Panagiotis Damaskopoulos

Session T2-R4: P2P Computing and XML
10:30-12:10  Distributed Load Balancing in Peer-to-Peer Computing  
Shan Zhang, Zheng Qin  
An Architecture of Foaf-based Peer 2 Peer Knowledge Management System  
Xuan Zhou, Jian Zhou, Qing Li, Yuliu Chen, Lars Ludwig  
A High Performance XML Querying Architecture  
Fangju Wang, Hui Shen  
Extreme Availability: Determining the Limits of Availability in Commercial Systems  
David W. Coleman, Todd W. Mummert

12:10-13:05  Lunch

Session T3-R1: Online Auction: Strategy and Practice

J. Chen, Yunhui Liu, Xiping Song  
Bidding Strategies Analysis for Procurement Combinatorial Auctions  
J. Chen, He Huang  
A Global Comparative Study of Online Auction Markets  
James K. Ho  
Consumers' Trade-Offs of Online Auctions Alternatives - An Application of Conjoint Analysis  
Hector Mingta Tsai, Yichen Li  
Effective and Strategic Use of Electronic Reverse Auctions  
Chia Yao Lee, Brian Corbitt

Session T3-R2: E-learning and Knowledge Management (III)

13:30-15:35  Electronic Disclosure and Financial Knowledge Management  
Jerome Yen, Percy Yuen, Belinna Bai  
Knowledge Management, As the Key Factor of Survival in New Competition Age  
Masoud Karami Zarandi, Ehsan Ghaffari Cherati  
The Relationship between Knowledge Sharing Behavior and the Effectiveness of Information Systems Strategic Planning (ISSP): An Empirical Study in Taiwan  
Jungchi Pai  
Leif Jarle Gressgård, Gunnar E. Christensen  
A User Preference Classification Method in Information Recommendation System  
Chentung Chen, Weishen Tai  
Corporate Mission and Vision and Customer Knowledge Management for Increasing Competitive Advantages  
Hwanyann Su, Yichen Lin, Chiuhua Lai

Session T3-R3: Mobile Commerce (I)

Session T3-R4: E-business Model (III)

13:30-15:35

1. **A Model of Customer Lifetime Value Consider with Word-of-mouth Marketing Value**
   Yongmei Liu, Zhenjun Zhao, Yanlong Zhang, Hongjian Lu

2. **Logistical Performance as a Key Factor of Success for European Food E-tailers—Three Paradoxes and a Research Agenda**
   Gilles Pache, Dominique Bonet

3. **A Study of Influencing Traditional Travel Agencies’ Decision Making to Introducing B2C E-commerce**
   Chenyi Hsu, Yunghsin Wang

4. **Exploring Sources of Competitive Advantages in E-business Application in Mainland Chinese Real Estate Industry**
   Yan Tao, C. Matt Hinton

5. **E-Business Evaluation In Australia: A Discussion Of Some Preliminary Findings**
   Mohini Singh, John Byrne

15:35-15:55 **Coffee Break**

Session T4-R1: Business Process Innovation

15:55-18:00

1. **A Study on Design Process Integration Between Marketing and R&D of Notebook**
   Linlang Tang, Yubin Chiu, Hungsheng Lin

2. **On-demand Business Process Integration Based on Intelligent Web services**
   Xiaohua Lu, Yinheng Li, Ying Huang

3. **E-Booking Control Problem in Sea Cargo Logistics**
   Chengxuan Cao, James Soo Keng Ang, HengQing Ye

4. **The Impact of IT Capability and E-business on the Supply Chain Performance**
   LingLang Tang, ChiaChi Shih, ChengChuang Hon

5. **Mapping from BPMN-Formed Business Processes to XPDL Business Processes**
   Moonyoung Jung, Hak Soo Kim, Myung Hyun Jo, Kyung Hyun Tak, Hyun Suk Cha, Jin Hyun Son

Session T4-R2: Case Study: Online Business Activities
15:50-17:55

**Analysis of Price Dispersion in E-Market: A Case Study**  
Zhiyuan Ge, Yong Shao

**Strategy and Risk Analysis of the ERP Projects in Three Chinese Cigarette Enterprises**  
Yan Zhu, J. Chen

**A Study of Internet Book Sale**  
Gaojia Jin, Takasi Nemoto

**Towards a Knowledge Based Society: A Case Study on Entrepreneurship in Malaysia**  
Goh Hong Wee, Goh Peck Chen

**Economies of Information Consumer Commodities - An Introduction to Conceptualising Forms of Information Capitalism by Two Cases**  
Jussi Okkonen, Pasi Virtanen

Session T4-R3: Mobile Commerce (II)

15:55-18:00

**User-Centered Guidelines for Design of Mobile Applications**  
Xiaowen Fang, Susy Chan, Jacek Brzezinski, Shuang Xu, Jean Lam

**Individual Telecommunications Tariffs in Chinese Communities: History as a Mirror of the Future, and Relevance for Mobile Service Development in China**  
H. Chen, L-F Pau

**Supporting Salespersons CRM Efforts through Location Based Mobile Support Systems**  
Chihab BenMoussa

**Managing Critical Incidents in the Fine-Paper Supply Chain through Mobile Collaborative System**  
Vaida Kadyte

**An Overview of the Impact of National Culture on the Adoption of Mobile Commerce**  
Nasrin Rahmati

Session T4-R4: E-business Model (IV)

15:55-18:00

**Study on Distribution Patterns of E-Business Based Agricultural Products Logistics**  
Yingrong Lu, Yinsheng Yang, Feng Lu, Xu Sun

**Towards Integrated Document Management in Networked Product Development**  
Hannu Laesvuori, Paavo Kotinurmi

**Current State of China's Online Gaming Industry and the Obstacles in Development**  
Bin Qiu, Shaoqin Sun, Cunyan Fan, Shujen Chen

**Positioning of Firms on an E-business Value Chain: The Case of Video on Demand**  
Nabyla Daidj, Olivier Epinette, Pierre Vialle

WEDNESDAY, DECEMBER 8, 2004

Session W1-R1: Data Mining and Data Warehouse
What Data Is Necessary To Data Mine For Knowledge?
Paul Alpar

E-Business Data Warehouse Design and Implementation
Xudong Chen

Constructing Control Process for Wafer Defects Using Data Mining Technique
Leeing Tong, Hsingyin Lee, Chifeng Huang, Changke Lin, Chienhui Yang

Mining the Change of Events in Environmental Scanning for Decision Support
Mengjung Shih, Duenren Liu, Churnjung Liau, Chinhai Lai

Session W1-R2: E-business Policy and Cyber Law

Are E-bank Related Business Methods Patent Subject Matter under Chinese Law?
Yongjun Jin

Research on Policies to Support Telecommuting in China
Peipei Wang, Pengzhu Zhang, Fangfang Xu

Regulating Copyrights in Cyberspace
Sylvia Mercado Kierkegaard

Jurisdiction and Consumer Contract in E-Business
Zheng Tang

Session W1-R3: Workflow Management

Manufacturing Enterprises Value Chain Model Analysis within the Context of the Network Economy
Xuejun Xu, Li Luo, Xuelan Hua, Jianhui Huang

A Two Phase Verification Algorithm for Cyclic Workflow Graphs
Yongsun Choi

Apply MDA to E-Business: MDA Based Workflow Solution as an Example
Jiawei Lee, Jungsing Jwo

Supporting Collaborative Communication in a Multi-layer Meta-process Model for Evolutionary Shared Workflows
Damien Bright, Gerald Quirchmayr, Roger Tagg

Session W1-R4: Security in E-business

Security Alert Management in E-Business Networks
Allan Lam, Pradeep K. Ray

Internet Security and Digital Certificates: How Much Do You Know About Them?
Nena Lim

Trust for E-Business Management
Liaquat Hossain, Rolf T. Wigand

Student Recognition and Awareness of Information Security in Course Learning from Management Information Systems and Computer Science Classes: An Empirical Investigation
Qinyu Liao, Xin Luo, Kirk Arnett

Coffee Break
Session W2-R1: E-business Management Systems

10:30-12:10
E-business Management System Based on Coordinated Center for Dealer
Ding Zhang, Jingwen An, Zhongqing Cheng

The Business Process Investigation in the Perspective of Customer Value
Ray Tsaih, Wanying Lin, Miaoju Hung, Yaling Cheng

Towards a Framework of Enterprise Integration: Linking Quality
Management, Organizational Learning and Information Technology
Jiunn Chieh Lee

Investigating the Use of the Business Model Concept through Interviews
Alexander Osterwalder, Yves Pigneur

Session W2-R2: Virtual Organization

10:30-12:10
Virtual Manufacturing and Virtual Spaces
Mélissa Saadoun

A Risk Identification Method of Virtual Enterprise
Min Huang, Fei Xu, Xingwei Wang, W.H. Ip, K.L. Yung

A VOC Based Approach to Support Virtual Organizations
Hua Zhou, Min Liu, Cheng Wu

Refinement for Ontology Evolution in Virtual Enterprises
Li Li, Baolin Wu, Yun Yang

Session W2-R3: Decision Support Methods

10:30-12:10
A Multi-attribute Group Decision Approach Based on Rough Set Theory
and Application in Supply Chain Partner Selection
Wenqi Jiang, Zhongsheng Hua

Discovering Fuzzy Functional Dependencies as Semantic Knowledge in
Large Databases
Xue Wang, Guoqing Chen

An Intelligent Model for Stock Investment with Buffett Strategy, Classifier
System, Neural Network and Linear Programming
Anping Chen, Weili Lin, Yenchu Chen

An Investment Decision Support System (IDSS) for Identifying Positive,
Neutral and Negative Investment Opportunity Ranges with Risk Control in
Stock Markets
Wanli Chen

Session W2-R4: Reputation Management

10:30-12:10
Willingness to Pay for Digital Services: Challenges for Future Research
Herbjorn Nysveen, Per E. Pedersen

Negative Reputation Rate as the Signal of Risk in Online
Consumer-to-consumer Transactions
Dahui Li, Zhangxi Lin

The Impact of a 'Theological' Web Interface on Trust in the Context of
Electronic Commerce
Haytham Siala, Feroz Siddiqui
Session W3-R1: Privacy and Patent Protection in E-business

12:10-13:05 Lunch

Session W3-R2: Web-service Modeling and Applications

13:30-15:35 PATSEEK: Content Based Image Retrieval System For Patent Database
Avinash Tiwari, Veena Bansal

The New Vigilantism: Combating the Piracy of Copyrighted Materials On Peer-To-Peer Networks
Alvin Stauber

The Security Flaw of an Untraceable Signature Scheme
Chinchen Chang, Yafen Chang

Analysis of Trademarks Act of Thailand and a Case Study: Conflict of Domain Name and Trademarks
Settapong Malisuwan

Jurisdiction over E Commerce
Bill Loving, Xiangping Liu

Session W3-R3: Mobile Commerce (III)

13:30-15:35 The Quest for Mobility: Designing Enterprise Application Framework for M-Business Practices
Chianhsueng Chao

Using System Dynamics to Model Mobile Commerce Diffusion
Wenqing Wang, France Cheong

Technology Attribute-Diffusion Pattern Nexus: Evidence from the Early Experiences of 3G Mobile Communications
Nir Kshetri

Extracting Requirements for Ubiquitous Computing Technology-based IS
Using Factor Analysis
Natalia Em, Euiho Suh, Keedong Yoo
Diffusion of Mobile Phones in Taiwan: An Evaluation of Influence Sources
Hersen Doong, Yicheng Ku

Session W3-R4: Knowledge Discovery

13:30-15:35
A Personalized Commodities Recommendation Procedure and Algorithm Based on Association Rule Mining
Jianyi Zhang, Yunfeng Wang, Jie Li
Temporal Association Rule Mining in China's Closed-end Fund Data
Ying Liu, Guoqing Chen
Privacy-Preserving Collaborative Association Rule Mining
Justin Zhan, Stan Matwin, Nathalie Japkowicz, Liwu Chang
Semantic Innovation Management
Jianqiang Li, David O'Sullivan
A Three-phased Online Association Rule Mining Approach for Diverse Mining Requests
Chingyao Wang, Shianshyong Tseng, Tzungpei Hong, Yianshu Chu

15:35-15:55
Coffee Break

Session W4-R1: Web-service Techniques

15:55-18:00
The Design of a Web Document Snapshots Delivery System
David Chao
Transaction Governance Structure of Brick-and-Mortar and Click-and-Order: An Instrument Design and Experimental Study
Aimao Zhang
A Mediator to Integrate Databases and Legacy Systems: The Mediated Data Integration (MedInt) Mediator
Chaiyaporn Chirathamjaree
An Interactive Web Meeting System Using Multicast Technology
Ook Lee
The development of RFID in Healthcare in Taiwan
Frank Kuo, Yuehching Lee, Chuan Yi Tang
The Application of RFID in Emergency Medicine
Tsai WC, Frank Kuo, Yuehching Lee, F. Wu

Session W4-R2: Intelligent Agent Techniques and Applications

15:55-18:00
Continuous Audit Agent System
Charles L. Y. Chou, Timon C. Du
Using Intelligent Agents to Build E-Business Software
Adrien Coyette, Manuel Kolp, Stéphane Faulkner
Research on Multi-Agent Based Information Management Platform for Enterprise Business Cooperation
Haigang Li
A Web-based Operation Management System for Distributed Divisional Organizations
Wei Shang, Yijun Li, Qiang Ye, Wenjun Sun

Session W4-R3: Mobile Commerce (IV)
IEEE 802.20 Based Broadband Railroad Digital Network – The Infrastructure for M-Commerce on the Train
Fumin Zou, Xinhua Jiang, Zhangxi Lin

Explaining Intent of Adoption of Wireless Internet Services by Business Executives: The Case of Paris Airports’ Hotspots
Madeleine Besson, Olivier Epinette, Olivier Segard, Pierre Vialle

Ambient e-Services: Framework and Applications
Yuanchu Hwang, Soetsyr Yuan

A Study of Behavioral Intention for Mobile Commerce Using Technology Acceptance Model
Yuchung Hung, Haoerl Yang, Chinghung Hsiao, Yunglu Yang

Physicians’ Opinions of an SMS Professional Medical News Service: Insights from an SMS Survey
Shengnan Han, Pekka Mustonen, Matti Seppanen, Markku Kallio

Session W4-R4: E-service: Model and Applications

A Global Perspective of Business Usage of Web Technology
Chang Liu, Wayne Huang

B2B Electronic Markets: A Conceptual Model for Analyzing the Sources of Business Value
Chia Yao Lee, Brian Corbitt

Developing a B2B E-commerce Evolution Model - The Case Studies of Seven Industries in Taiwan
Vincent Ming, Guohong Chang, Chuehju Wu, Chengying Lin

Modeling Competitive Diffusion Process in Japanese ADSL Service Market
Nozomi Nakajima, Jian Chen

Evolution of Service Model and Architecture of ASP Business
Kang Rae Cho, Ho Joon Choi

Proposal of Improving Model for Default Probability Prediction With Logit Model on Non-Compensatory Rule
Yoshikazu Sakamaki

Banquet

THURSDAY, DECEMBER 9, 2004

Registration: the lobby of Xiyuan Hotel
Reception: Revolving Restaurant (on the 26th floor), 旋转餐厅
Banquet: the grand banquet room (Close to lobby) (燕乐堂= 大宴会厅)
Lunches: Food Street, (Outside of Xiyuan hotel, two minutes walk) 食街
Plenary Talk: the Grand Banquet room (燕乐堂)
Sessions: Hongyun Hall 1 and 2 (4th folior), Hongyun Hall 3 and 6 (3rd folior) 鸿运厅 1, 2, 3, 6