

10th International Conference on Electronic Commerce and Web Technologies - EC-Web '09 -

Co-located with DEXA 2009

Johannes Kepler University of Linz
Linz, Austria
31 August - 4 September 2009

Scope

After the initial enthusiastic initiatives and investments and the eventual bubble, Electronic Commerce has changed and evolved in a well established and founded reality both from a technological point of view and from a scientific one. Nevertheless, together with its evolution, new challenges and topics have emerged as well as new questions have raised related to many aspects of Electronic Commerce.

After the lesson learned during last years, for its 10th edition EC-Web completely renews its structure trying to provide a clearer description of the Electronic Commerce universe focusing on some relevant topics. The main focus is not only on Internet related techniques and approaches. The aim of EC-Web 2009 is to cover also aspects related to theoretical foundation of E-Commerce, Business Processes as well as new approaches exploiting recently emerged technologies and scenarios such as Semantic Web, Web services, SOA architectures, mobile and ubiquitous computing, just to cite a few. Due to their central role in any realistic e-commerce infrastructure security and privacy issues are widely considered, without excluding legal and regulatory aspects.

We encourage papers that present innovative solutions for classical E-Commerce issues, such as e-negotiation, recommender systems, secure payments, as well as for new emerging areas, such as the Semantic Web, applied Web services, applied soft computing and information retrieval techniques in web and/or e-commerce environments.

Although the conference seems naturally focused on computer science issues, we welcome and encourage research contributions from economics, business administration, law, sociology and other disciplines. In particular, papers about web marketing and its non-technical aspects, as well as about social aspects of e-commerce are encouraged. We also welcome papers reporting about innovative applications and case studies in the field of E-Commerce and/or Web Applications, like, e.g., Electronic Voting and Sponsored web search.

Tracks

In order to provide a better categorization and classification of its main goals, Ec-Web 2009 will be organized as a multi-track conference. Each track will be organized as a mini-conference with corresponding reference area chairs. Even though the main focus of the conference concerns the relationship between

E-commerce and emerging technologies, with strong attention toward semantics aspects, contributions about theoretical issues as well as cross-track contributions are very welcome.

Service Oriented E-Commerce and Business Processes

- Business Process modeling and analysis
- Software architectures
- Processes and service composition
- Business process and e-service repositories
- Quality of Service in business processes
- Security in business processes
- Cross-organizational process support, contracts
- Workflow management systems
- Process modeling and enactment in ERP, CRM, and SCM systems
- SOA and Process Management
- Resource management in business process execution
- Enterprise Application Integration
- Inter-organizational Systems
- SOA approaches to E-Commerce
- Virtual enterprises, supply chains, coalitions

Recommender Systems

- Innovative applications of recommender technology
- Recommendation learning and reasoning
- Industrial application of recommendation technology
- Recommender system user interfaces and conversational approaches
- Explanations in recommender systems
- Group recommender systems
- Consumer decision making and consumer buying behavior models
- Collaborative Filtering
- Appraisal of Recommender Systems
- User Issues in Recommender Systems
- Recommendation Interfaces
- Computational advertising
- Decision theory and preferences

E-Payment, Security and Trust

- Payment and authentication protocols
- Micropayments
- Access Control
- Privacy-enhancing technologies
- Information Hiding and Watermarking
- Reputation and trust systems
- Security and privacy issues in electronic commerce
- E-Commerce Dependability
- Transactions and Contracts
- Legal and Regulatory Issues
- Electronic voting

Electronic Commerce and Web 3.0

- Ontology engineering for E-Commerce
- Taxonomies and Web directories for semantic E-Commerce
- Semantic-based discovery of resources in a marketplace
- Semantic electronic markets
- Semantic Web Service architecture for E-Commerce
- Semantic E-Procurement
- Ontology-based user profiling
- Application of standard and non-standard reasoning in E-Commerce
- User tagging for item annotation and discovery
- Cloud computing in E-Commerce scenarios
- User interface to exploit Web 3.0 technologies in E-Commerce
- Emerging languages for E-Commerce
- Mobile and Pervasive Commerce
- Experience with e-commerce systems
- Usability of e-commerce systems

Submission

Authors are invited to submit original research contributions in English, following the LNCS format. Duplicate submissions are not allowed and will be rejected. Papers should not exceed 12 pages (i.e. 12 LNCS formatted pages). Submitted papers will be carefully evaluated based on originality, significance, technical soundness, and clarity of exposition. All accepted papers will be published in "Lecture Notes in Computer Science" (LNCS) by Springer Verlag. At least one author is required to attend the conference and present the paper.

Important Dates

- *Submission of abstracts*: March 16, 2009
- *Submission of full papers*: March 21, 2009
- *Notification of acceptance*: May 15, 2009
- *Camera-ready copies due*: June 10, 2009

Conference Chairs

Francesco Buccafurri – Università degli Studi Mediterranea di Reggio Calabria
Tommaso Di Noia – Politecnico di Bari

Track Chairs

Stefan Tai – Karlsruhe University – **Service Oriented E-Commerce and Business Processes**
Giovanni Semeraro – Università degli Studi di Bari – **Recommender Systems**
Barbara Masucci – Università di Salerno – **E-Payment, Security and Trust**
Martin Hepp – Bundeswehr University Munich – **Electronic Commerce and Web 3.0**