

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.