NEWS:

* Extended deadlines

  Submission of abstracts: March 27, 2010
  Submission of full papers: March 30, 2010

* Keynote speakers

  Ricardo Baeza-Yates (Yahoo! Research) - "Web Advertising"
  Tommaso Di Noia and Azzurra Ragone (Polytechnic of Bari, Italy) - "Electronic Markets, a look behind the curtains: how can semantic matchmaking and negotiation boost e-commerce?"

In this talk we will present different semantic-based approaches to matchmaking and negotiation in electronic markets, showing how semantics can lead to a new generation of EC systems. We will review different solutions to solve the two problems in the context of search/retrieval, multiattribute auctions, advertising, just to cite a few, showing the added-value provided by these techniques in so lively environments. The presentation will range from strictly semantic-based approaches, to those combining logic languages with utility theory, to most recent ones relying on Semantic Web technologies. We will finally show some prototypes, that allow users to interact with these systems through a
very simple and intuitive user-friendly interface, hiding the underlying technicalities.

EC-Web 2010

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 and following the successful edition of EC-Web 2009, for its 11th edition EC-Web will try 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 2010 is to cover also aspects related to theoretical foundations 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 Computational and Search Advertising, Semantic Web, agent-based E-Commerce, applied Web Services, applied soft computing, information retrieval and information filtering 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.

In order to provide a better categorization and classification of its main goals, Ec-Web 2010 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.

The topics of interest of the thematic tracks include, but are not limited to:

TRACKS

* Agent-based Electronic Commerce
  o Matchmaking and Brokering Mechanisms
  o Auctions, Bargaining and Contracting
  o Automated Negotiation and Argumentation-based Negotiation
- Preference Modelling
- Interaction Protocols and Mechanism Design
- Strategic and Tactical Behaviour
- Market-Oriented Programming
- Electronic Voting and Coalition Formation
- Trust, Security and Legal Issues
- E-Commerce Systems, Integrated Supply Chains, Virtual Organizations and Commercial Applications
- Agent Theories, Architectures and Languages

* Service Oriented E-Commerce and Business Processes
  - Business process modeling and analysis
  - SOA for business processes
  - Service-enabled workflow management systems
  - Cloud-assisted services for e-commerce
  - Virtual enterprises, supply chains, coalitions
  - Lightweight service and process composition
  - Process management as a service
  - (Inter-)Enterprise mashups for e-commerce
  - Cross-organizational process support, contracts
  - Compliance governance in distributed processes
  - Quality of Service in distributed business processes
  - Security and trust in distributed business processes
  - SOA- and cloud-based business models
  - Mobile e-commerce services and platforms
  - Online market places and e-service repositories

* Recommender Systems
  - Recommendation algorithms
  - Context-aware recommender systems
  - Recommender systems and social networks
  - Semantic Web technologies for recommender systems
  - Evaluation of recommender systems
  - User Issues in Recommender Systems
  - Serendipity in Recommender Systems
  - Decision theory and preferences
  - Recommender system user interfaces and conversational approaches
  - Explanations in recommender systems
  - Group recommender systems
  - Industrial application of recommendation technology
  - Consumer decision making and consumer buying behavior models
  - Computational advertising
  - Security and privacy
  - Trust in recommender systems

* E-Payment, Security and Trust
  - Security in Mobile and Ubiquitous E-Commerce Applications
  - Infrastructure for Secure Economic Transactions
  - 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
CONFERENCE CHAIRS

* Francesco Buccafurri - Università Mediterranea di Reggio Calabria
* Giovanni Semeraro - University of Bari "Aldo Moro"

TRACK CHAIRS

Agent-based Electronic Commerce
* Fernando Lopes - National Research Institute (INETI), Lisbon
* Helder Coelho - University of Lisbon

Service Oriented E-Commerce and Business Process
* Florian Daniel - University of Trento

Recommender Systems
* Marco de Gemmis - University of Bari "Aldo Moro"
* Pasquale Lops - University of Bari "Aldo Moro"

E-Payment, Security and Trust
* Barbara Masucci - University of Salerno

WEBMASTERS

Leo Iaquinta - University of Bari "Aldo Moro"
Cataldo Musto - University of Bari "Aldo Moro"
Fedelucio Narducci - University of Bari "Aldo Moro"

PROGRAM COMMITTEE ***To be completed***

* Agent-based Electronic Commerce

Holger Billhardt - University Rey Juan Carlos, Spain
Miguel Carmona - University of Alcalá, Spain
Helder Coelho - University of Lisbon, Portugal
Edith Elkind - Nanyang Technological University, Singapore
Alberto Fernández - University Rey Juan Carlos, Spain
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Sverker Janson - Swedish Institute of Computer Science, Sweden
Souhila Kaci - Artois University, France
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Paulo Novais - University of Minho, Portugal
Nir Oren - King's College London, UK
Gabriella Pigozzi - University of Luxembourg, Luxembourg
Alberto Sardinha - Lancaster University, UK

* Service Oriented E-Commerce and Business Processes

Cinzia Cappiello - Politecnico di Milano, Italy
Sven Casteleyn - Vrije Universiteit Brussel, Belgium
Marco Comuzzi - Eindhoven University of Technology, The Netherlands
Alfredo Cuzzocrea - Italian National Research Council, Italy
Paolo Giorgini - University of Trento, Italy
Chang Heng - Huawei Technologies, Shenzhen, P.R.China
Heiko Ludwig - IBM TJ Watson Research Center, USA
Ralph Mietzner - University of Stuttgart, Germany
Hamid Motahari - HP Labs, Palo Alto, USA
Emmanuel Pigout - SAP Research, France
Azzurra Ragone - Politecnico di Bari, Italy
Florian Rosenberg - CSIRO ICT Centre, Australia
Michael Weiss - Carleton University, Ottawa, Canada
Uwe Zdun - Vienna University of Technology, Austria
Christian Zirpins - University of Karlsruhe, Germany

* Recommender Systems

Giambattista Amati - Fondazione Ugo Bordoni, Italy
Sarabjot Singh Anand - University of Warwick, UK
Liliana Ardissono - University of Torino, Italy
Giuliano Armano - University of Cagliari, Italy
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Robin Burke, De Paul University, USA
Ivan Cantador, Universidad Autónoma de Madrid, Spain
Pablo Castells - Ciudad universitaria de Cantoblanco, Spain
Federica Cena - University of Turin, Italy
Antonina Dattolo - University of Udine, Italy
Rosta Farzan - Carnegie Mellon University, Pittsburgh, USA
Alexander Felfernig - University Klagenfurt, Austria
Michele Gorgoglione - Politecnico of Bari, Italy
Dietmar Jannach - Dortmund University of Technology, Germany
Robert Jäschke - University of Kassel, Germany
Alípio Mário Jorge - University of Porto, Portugal
Alfred Kobsa - University of California, Irvine, USA
Francisco J Martin - Strands Inc.
Bhaskar Mehta - Google Inc.
Alessandro Micarelli - Roma Tre University, Rome, Italy
Stuart E. Middleton - University of Southampton, UK
Bamshad Mobasher - De Paul University, USA
Olfa Nasraoui - University of Louisville, USA
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Carlo Tasso, University of Udine, Italy
Eloisa Vargiu - University of Cagliari, Italy
Markus Zanker - University Klagenfurt, Germany

* E-Payment, Security and Trust

Mikaël Ates - Entr' Ouvert, Free Software Company, France
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Matthew Green - Independent Security Evaluators, USA
Audun Jøsang - University of Oslo, Norway
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George Stephanides - University of Macedonia, Greece
Allan Tomlinson - University of London, UK
IMPORTANT DATES

- Submission of abstracts: March 16, 2010
- Submission of full papers: March 19, 2010
- Notification of acceptance: May 15, 2010
- Camera-ready copies due: June 10, 2010

SUBMISSION

Authors are invited to submit original research contributions in English, following the LNBIP format (http://www.springer.com/computer/lncs?SGWID=0-164-6-791344-0). Duplicate submissions are not allowed and will be rejected. Papers should not exceed 12 pages (i.e. 12 LNBIP 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 Business Information Processing" (LNBIP) by Springer Verlag. At least one author is required to attend the conference and present the paper. For paper registration, electronic submission and further information please see http://www.di.uniba.it/~swap/ec-web and http://www.dexa.org.