
The main goal of this International Conference was the gathering of researchers, practitioners, students and anyone who works or studies in the field of e-business/e-commerce and related disciplines to discuss diverse areas including Computer Science, Marketing and Management Information Systems. The Conference addressed five main areas that had been the object of paper and poster submissions within specific topics: e-Commerce Technology, Global e-Commerce, Online Management, Online Business Models and Regulatory/Policy Issues.

The IADIS e-Commerce 2007 Conference had around 112 submissions from several countries. In order to guarantee the final high standard of the accepted submissions, each submission has been anonymously peer reviewed by at least two members of the International Program Committee. The final result was the approval of 26 full papers, which meant that the acceptance rate was below 24%. A few more papers had been accepted as short papers, reflection papers and posters. Extended versions of the best papers were published in the IADIS International Journal on WWW/Internet (IJWI).

The Conference, besides the presentation of full papers, short papers, reflection papers (the program was divided in eleven parallel paper sessions), posters and doctoral consortium presentations also included two keynotes presentations and two tutorials.

**Keynotes Presentations:**

**K1 - MULTICHANNEL MARKETING THAT MATTERS** by Professor Shankar Professor and Coleman Chair in Marketing, Mays Business School, Texas A&M University, USA

Abstract:

A recent study by Jupiter Research predicts that by 2011, nearly half of all transactions will be Internet-influenced. Are firms leveraging such e-commerce trends and making appropriate decisions? What can they learn from research on the evolving shopping behavior of single channel and multichannel shoppers? What are the emerging models for multichannel firms to get the right returns on their marketing investments? How should firms allocate their marketing resources across different customer channel segments? This presentation will address these important questions.

**K2 - SEARCH ENGINES: FRIENDS OR FOES OF BUSINESS?** by Professor Arvind Rangaswamy, Penn State University, USA
Abstract:

Search engines, such as Google and Yahoo!, are more than just portals or information tools. In fact, they are agents of a transformation that is making the business environment more transparent and customer-centric, and thus, potentially more competitive. This new environment is creating opportunities and challenges for businesses of every stripe. In this talk, I will highlight:

1. what search engines are exactly,
2. what businesses can do with search engines,
3. how are, and how should, senior executives be viewing the strategic impact of search engines, and
4. research-based insights on how search engines are transforming marketing at its core.

Tutorials:

**T1 - SEARCH ENGINE OPTIMIZATION: THE BASICS** by Professor Sandeep Krishnamurthy, University of Washington, USA

Abstract:

Search engine optimization is the science and art of ensuring that a particular web page appears high on a given search. In this tutorial, we will go over the basics of Search Engines, Classic Search Engine Algorithm and Search Engine Optimization tips and tricks to help organizations of all sizes.

**T2 - MULTICHANNEL MARKETING: THE FUTURE IS HERE** by Professor Arvind Rangaswamy, Penn State University, USA

Abstract:

Customers today prefer to use various interface technologies, such as Web sites and call centers, to choose the times and channels through which they interact with firms during different stages of the purchase cycle. For example, a customer may browse the Web site for information, place the order on the phone, and pick up the item at the store. To successfully market to multichannel customers, firms must develop the capabilities to coordinate and leverage their activities so they can deliver a common customer experience across channels. In this tutorial, I will outline the many managerial challenges of being a multichannel firm and give examples of how some successful firms are navigating this space.

At the Conference Closing Session was announced the Best Papers Awards. These papers taking into account the blind review process were considered of the highest standard. The Best Papers were:

**MICROCREDIT PRACTICES APPLIED TO E-SUPPLY CHAIN MANAGEMENT** by Pedro Abreu, FEUP / LIACC; Pedro Mendes, FEUP / INESC; Vasco Vinhas, FEUP / LIACC and Daniel Castro Silva, FEUP / LIACC, Portugal.
Abstract:

Mohamed Yunus, founder of the Grameen Bank and winner of the 2006 Noble Peace Prize, introduced a new financial strategy to the world calling it MicroCredit. The practices involve loaning small amounts of money to societies’ poorest people so as to allow them to develop small scale businesses. In this research an agent architecture emulating these practices on a competitive multi agent trading platform is presented. The agent is named MicroTeam and was a contestant in the 2007 TAC SCM competition qualifying rounds. It achieved an average final result of 1.8 million with an initial loan of only 100,000 monetary units proving the applicability of the concept even among highly competitive agents such as last year’s winner. The proposed agent adaptations mainly regard introduction of credit limits and client request analysis following the developed evaluation function.

SUCCESSFUL RELATIONSHIPS IN THE E-BANKING BUSINESS by Luis V. Casaló, Carlos Flavián and Miguel Guinaliu, University of Zaragoza.

Abstract:

In spite of the continuous development of the e-commerce, the vast competitiveness that exists in the online context makes it necessary to reinforce the ties established with current customers. In this respect, relationship commitment has been considered as a key factor for maintaining successful long-term relationships with customers. However, there are few studies that analyze the commitment development in the online context. Thus, in this project we put forward a model in order to characterize the consumer’s commitment to a website in the context of electronic banking. The data, collected thanks to a web survey using Spanish-speaking subjects, showed that website usability has a direct and significant effect on both consumer’s satisfaction and consumer’s commitment to a financial services website. In addition, consumer’s satisfaction is also positively related to consumer’s commitment to a website.

UNDERSTANDING TRADER HETEROGENEITY IN PREDICTION MARKETS by Dezon Finch and Donald J. Berndt, University of South Florida.

Abstract:

Information Markets have been shown to accurately predict future uncertain events and could be used as decision support systems. The design features for Information Markets are far from established. By understanding trader behavior patterns we can evaluate their effect on user surplus, then we can make changes in the markets design to encourage those behaviors that add to the markets predictive accuracy. We show that there are differences in trader behavior patterns and demonstrate a systematic way of uncovering groups who share common trading strategies. We also demonstrate how those differences influence trader surplus.

A complete version of these papers and also all the other papers published in the IADIS International Conference e-Commerce can be accessed by IADIS Members at our Digital Library.


In general the e-Commerce participants had a huge opportunity to present and observe the latest research results and ideas in the areas of e-Commerce.

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