The IADIS International Conference e-Commerce 2008 (part of the MCCSIS 2008) was hosted in Amsterdam, The Netherlands, July 25-27.

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 advances and applications of e-Commerce.

The submissions were accepted under the following main areas and topics:

**Commerce Technology**
- e-Business Applications and Software
- Barriers to e-Business Adoption
- Cryptography for enabling e-Commerce

**Global e-Commerce**
- e-Commerce in developing countries
- Global e-Commerce
- Infrastructure for e-Commerce

**Online Management**
- Knowledge Management
- Managing Innovation
- Marketing on the Web
- e-Commerce Strategy & Implementation
- Economics of e-Commerce
- Internet payment systems

**Regulatory/Policy Issues**
- Social Issues in e-Commerce
- The Regulatory Environment of e-Commerce
- Trust & Security Issues in e-Commerce

**Global e-Commerce**
- e-Commerce in developing countries
- Global e-Commerce
- Infrastructure for e-Commerce

**Online Business Models**
- e-Logistics
- e-Government
- e-Procurement
The e-Commerce 2008 received 106 submissions from more than 24 countries. Each submission had been anonymously reviewed by an average of five independent reviewers, to ensure that accepted submissions were of a high standard. Consequently only 25 full papers were approved which meant an acceptance rate below 24%. A few more papers were accepted as short papers, reflection papers and posters.

Extended versions of the best papers were published in the in a special issue of the International Journal of Interactive Technology and Smart Education (ITSE) published by Troubador, UK and in the IADIS International Journal on WWW/Internet (ISSN: 1645-7641) and IADIS International Journal on Computer Science and Information Systems (ISSN: 1646-3692).

In addition to the presentation of full papers, short papers, reflection papers and posters, the conference also included one keynote presentation from an internationally distinguished researcher - Carlos Flavian, University of Zaragoza, Spain.

**Keynote Presentation:**

**Online Social Networks. A New Paradigm in Understanding the New Consumer Behaviour** by Professor Carlos Flavian, University of Zaragoza, Spain

**Abstract:**

The Internet has revealed to be a new distribution channel which is continuously increasing its relative importance. The initial problems of lack of trust are being solved as the user becomes more experienced and familiarized with the usage of new technologies. However, nowadays the Internet could not be only considered as a new distribution channel. In fact, it is also an interesting medium to promote knowledge exchange. In this line, consumers are continuously turning to computermediated communication in order to ask for advice and suggestions from fellow consumers, and get information on which to base their decisions.

These online relationships have motivated the creation and development of social groups in the Internet, the so-called virtual communities or online social networks. As a first step, these communities have had the aim of establishing relationships with people with similar interest, resulting in the development of generalist virtual communities (e.g Facebook, MySpace, etc.).

However, these online networks have evolved and today there are several communities focused on:

1. specific business areas such as the travel sector (e.g. Tripadvisor, LonelyPlanet, etc.) or the software industry (Open Source Software communities);
2. specific brands or organizations (e.g Apple, Canonist, etc.);
3. product and services reviews (e.g. Ciao, etc.).

These networks have an increasing importance for marketers since they can influence their members' behaviour and help to identify the needs and desires of particular individuals or groups of people.

Although the importance of virtual communities is frequently accepted by both marketers and academicians, more research is needed in order to understand the effects of virtual communities on
consumer behaviour. In addition, it is quite difficult to understand why consumers spend their time and effort on the community and help other members whereas there seems to be no immediate benefit to their contribution.

The Best Papers:

PARTY TRUST, CONTROL TRUST AND ‘BLIND’ TRUST IN BUSINESS TO CONSUMER ELECTRONIC COMMERCE by Vivienne Farrell, Swinburne University, Rens Scheepers, University of Melbourne, Australia

Abstract:

Trust has been recognized as one of the main reasons for Business to Consumer (B2C) e-commerce (EC) not reaching the predicted sales targets. There are acknowledged trust engendering factors under the control of the company. Small to medium enterprises (SMEs) are at a disadvantage in the world of e-commerce not having the size or the reputation of their larger counterparts to portray themselves in an equivalent manner which would engender trust. We have undertaken case studies of successful B2C, SMEs to establish their methods for establishing trust. This research found that by developing benevolent communities SMEs can encourage trust in their company to such an extent that a “blind trust” is practiced ignoring the recognized trust factors. The implications for the SMEs are that there exists a method by which they can compete in the e-commerce market to attain consumer trust without adhering to the stringent trust factors.

AN APPROACH FOR PREDICTING AND RANKING CONSUMER REVIEW HELPFULNESS by Richong Zhang and Thomas Tran, University of Ottawa, Canada

Abstract:

This article proposes an approach to help consumers find helpful online product reviews. With the growth of the Internet, more and more consumers would like to share their opinions on this media. Intermediator web sites, such as Amazon.com, provide platforms for consumers to review products and retailers. However, it is impossible for consumers to read through the huge amount of reviews. Also, the quality and the helpfulness of reviews is unavailable before consumers read those reviews. In this paper, opinions from online communities are ranked, and reviews that may help consumers better than others will be found. The reviews crawled from Amazon.com are analyzed and ranked by our scoring model. The experimental results show that our approach is effective in ranking and classifying small set of online reviews. With the navigation of our approach, consumers can find helpful reviews faster and make the decision easier.


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