The IADIS International Conference e-Commerce 2009 was held in Algarve, Portugal, June, 19-21.

The IADIS e-Commerce 2009 conference was a major international and interdisciplinary event for researchers, academics, industry specialists, practitioners & students interested in the advances in, and applications of e-Commerce. Participants had an opportunity to present and observe the latest theories, models and results in these areas. This conference covered both technological as well as non-technological issues related to this new business paradigm.

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
The IADIS e-Commerce 2009 received 92 submissions from more than 26 countries. Each submission had been anonymously reviewed by an average of four independent reviewers, to ensure that accepted submissions were of a high standard. Consequently only 21 full papers were approved which meant an acceptance rate below 23%. A few more papers were accepted as short papers, reflection papers, doctoral consortium and posters.

Extended versions of the best papers were published in the IADIS International Journal on WWW/Internet (1645-7641), IADIS International Journal on Computer Science and Information Systems (ISSN:1646-3692), in a special issue of the DMJ - Direct Marketing: An International Journal (ISSN:1750-5933) and also in other selected journals, including journals from Inderscience.

The Conference, besides the presentation of full papers, short papers, reflection papers, doctoral consortium and posters, also included one keynote presentation from an internationally distinguished researcher - Dr. Shintaro Okazaki, Autonomous University of Madrid, Spain.

**Keynote Presentation:**

**Electronic word-of-mouth on wired versus wireless Internet: How can we understand social influence theory in mobile commerce?** by Dr. Shintaro Okazaki, Department of Finance & Marketing Research College of Economics & Business Administration, Universidad Autónoma de Madrid, Spain

**Abstract:**

This presentation addresses a phenomenon of electronic word-of-mouth in two different contexts: PC Internet and mobile Internet. Compared with laptop or desktop computer, mobile device offers greater flexibility in time and space, thus enabling consumers to be connected online more continually. In addition, small size, portability, and ease of use with location-based capabilities facilitate sending and receiving timely information in the right place. Drawing upon a social influence model proposed by Dholakia et al. (2004), I propose a causal model for consumer participation in electronic word-of-mouth (eWOM), and compare the effects of PC-based and mobile-based eWOM (hereafter pcWOM and mWOM, respectively). I posit social identity, motivations (purposive value, social enhancement, and intrinsic enjoyment), inherent novelty seeking, and opinion leadership as antecedents affecting desire (individual-level driver) and social intention (group-level driver) to engage in eWOM. I collected 271 survey responses from consumers in Japan. The proposed model fits the data reasonably well; all hypotheses are supported. Our results reveal that desire only partially mediates the effects on social intention of social identity. Compared with pcWOM participants, mWOM participants exhibit significantly higher perceptions on social intention, intrinsic enjoyment, and cognitive social identity. In general, the perceived levels of constructs were found to be higher in mWOM than in pcWOM, with regard to social intention, desire, purposive value, intrinsic enjoyment, cognitive social identity, and affective social identity. Statistically, the difference was most striking in social intention, intrinsic enjoyment, and cognitive social identity, all of which are likely to be perceived more favorably by participants in
mWOM than by participants in pcWOM. One possible explanation for this may be that consumers who exchange information through mobile device tend to be more conscious, and more intentional, than those who exchange information through PC. After all, a mobile device is a ‘telephone’, the primary objective of which is message transmission, while a PC is a ‘processor’, with the primary objective of data transmission. Taken together, the mobile is indeed a better communication medium than the PC, and this motivates consumers to be more active in WOM. This is probably one of the most important differences between mWOM and pcWOM.

The Best Papers:

THE BRAZILIAN MOBILE DIGITAL CONTENT MARKET: AN OVERVIEW by Marcelo Cortimiglia, Filippo Renga and Andrea Rangone, Politecnico di Milano, Italy

Abstract:

Mobile telephony is one of the most important segments of the global telecommunications industry. As a result of subscription saturation in some markets and intense competition for market share in others, voice revenues stagnate and mobile telephony network operators (MNO) find themselves increasingly dependent on data revenues, such as those derived from the creation, distribution and use of digital content. This reality is especially true in emergent countries like Brazil, China, Russia and India, which are frequently referred to as the mobile battleground for the next decades. Furthermore, there is a lack of empirical academic studies about specific mobile data services, such as the mobile content segment, which could expand the understanding of subtleties in topics such as value networks (at firm level) and service adoption (at individual level). In this context, this paper presents the results of an empirical study to analyse the offering of mobile digital content in Brazil. A two-phase mixed methods exploratory research was conducted, consisting of a quantitative web and WAP-based survey of 3,678 mobile content services complemented by a deep case study on the Brazilian Mobile Content Value Network based on 39 semi-structured interviews with key market experts.

TIME AND SPACE CONTEXTUAL INFORMATION IMPROVES CLICK QUALITY ESTIMATION by Mehmed Kantardzic, Brent Wenerstrom, Chamila Walgampaya, University of Louisville, Oleksandr Lozitskiy, Microsoft Corporation, Sean Higgin and Darren King, Hosting.com, USA

Abstract:

Click fraud is a type of internet crime that occurs in pay per click online advertising when a person, automated script, or computer program imitates a legitimate user clicking on an ad, for the purpose of generating a charge per click without having actual interest in the ad’s content. We propose Collaborative Click Fraud Detection and Prevention system (CCFDP) V1.0, which integrates client and server side data to score the quality of incoming clicks. In this paper we detail the outlier detection module which describes clicks in terms of space and time context. This module compares past data with the current context as a preprocessing step. Our system will then combine the additional time and space characteristics with the characteristics of a click to score the quality of incoming clicks. We believe that no other commercial or research system for click fraud detection analyze comprehensively time and space context of each click for better estimation of click traffic quality. Some commercial solutions give only partial solutions expressed through their rules and triggers. We found 34.6% of clicks in an application to real data had outlying attribute-values in time and space.

BUYER’S MINDSET ABOUT ONLINE PURCHASE AND AUCTION, AND ITS EFFECT ON PAYMENT CHOICE by Wee Kheng Tan and Yung Lun Chung, Kainan University, Taiwan

Abstract:

Payment is an inborn part in any e-transaction. Accompanied with any e-transaction is the idea of risk. This risk is more prevalent in e-auction than e-purchasing because for the former, the transaction parties...
are individuals and e-auction fraud is often being heard of. Different payment methods are in used or developed to address such fear. Cash, credit card and ATM transfer are some of the payment method used by online buyers. Another major trend is the intertwining of cash and material flow, usually with payment being made at the same place and time the buyer gets the product. This research uses two types of online shopping, e-purchase (B2C) and e-auction (C2C) as the subjects of investigation. A set of criteria is also derived to account for the fact that buyers will consider many criteria to reach a decision on using which payment method. Since no single criteria can adequately explain the choice of buyers, Analytical Hierarchy Process (AHP) method is used for analysis. This research shows that buyers’ decision on the method of payment is a multicariteria consideration and the relative importance of the criteria reflects the nature of the transaction. From the buyer’s perspective, making payment always involve the risk of not receiving the product or the product is not as expected. Furthermore, the risk associated with online auction is more than online purchasing. As a result, buyers hope to lower the risk of the transaction by choosing payment method that safeguards their interest. Hence, risk-related criteria such as secure payment method and product’s price level are top on the list of importance and such consideration is regardless of the nature of transaction. However, such concern is moderated if the payment method is already widely used by buyers.


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