The IADIS International Conference e-Commerce 2010 was held in Freiburg, Germany, July, 28-30 and it was co-organised by Albert-Ludwigs-Universität Freiburg, Germany.

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
- e-Services
- Business-oriented e-Commerce
- Consumer-oriented e-Commerce
- Web advertising and Web Publishing
- Retailing in e-Commerce (e-Tailing)
- Mobile Commerce
- Supply Chain Management & e-Fulfilment
- e-Communities
- Multimedia and Webcasting on the Web
- Other e-Commerce Models and Applications

The e-Commerce 2010 received 69 submissions from more than 18 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 12 full papers were approved which meant an acceptance rate below 18%. A few more papers were accepted as short papers, reflection papers, doctoral consortium and posters. An extended version of the best papers was published in the IADIS International Journal on Computer Science and Information Systems (ISSN: 1646-3692) and/or in the IADIS International Journal on WWW/Internet (ISSN: 1645-7641) 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.

**Keynote Presentation:**

**FROM COMMUNITIES TO FIELDS: RECENT CHANGES IN ONLINE SOCIALITY** by Manuel Arriaga, New York University - Leonard N. Stern School of Business, USA

Abstract:

Over the last ten years, social behavior on the Internet has shifted from small communities with well-defined boundaries to vast web 2.0 platforms. These websites bring together millions of users with disparate interests and very little in common, yet individuals self-organize into meaningful social spaces. It is by studying these "online fields" that we can better understand online social behavior.

**The Best Paper:**

**THE GREEK B2B E-MARKETPLACE ENVIRONMENT: AN EMPIRICAL INVESTIGATION** by Vaggelis Saprikis, Maro Vlachopoulou and Vicky Manthou, University of Macedonia, Greece

Abstract:

Business-to-business (B2B) electronic marketplaces (e-marketplaces) are characterized as the third wave of B2B ecommerce evolution and are gradually accepted by even more firms for satisfying their business needs. Specifically, they provide electronically value added communication, brokerage and integration services to both buyers and suppliers in specific horizontal or vertical markets by supporting basic market functions, meeting management needs for information and process support. The purpose of this article is to investigate the current situation regarding Greek B2B e-marketplace environment through a survey conducted to participants from all the active B2B e-marketplaces. Particularly, the applied value-added e-services and their perceived benefits from their participation are examined. Moreover, the research encompasses comparisons of buyers and suppliers, between the different types of B2B e-marketplaces, as well as, differences concerning firms’ demographic characteristics.

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