The IADIS International Conference e-Commerce 2011 was held in Rome, Italy, July, 21-23.

The IADIS e-Commerce 2011 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 2011 received 112 submissions from more than 24 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 20 full papers were approved which meant an acceptance rate below 18%. A few more papers were accepted as short papers, reflection papers 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 and posters, also included one keynote presentation.

Keynote Presentation:

GOVERNANCE IN E-COMMERCE by Professor Erich Schweighofer, Vienna University, Austria

Abstract:

E-commerce enables businesses to buy and sell products or services over electronic systems worldwide. The Latin adage “ubi commerium, ibi jus” says that the efficiency of commerce depends on an effective law, e.g., market freedoms, legal security etc. This principle remains valid in the commercial cyberspace. A special cyberspace jurisdiction is without question as businesses, vendors and consumers still act and live in real space giving States the strongest role as regulator and enforcer of cyberspace. Thus, a very complex form of multilevel governance divides the cyberspace in many territorial jurisdictions and compliance regimes. The advantage of more flexibility and opportunities for businesses is contracted by higher legal risks.

The main question of governance of e-commerce for vendors is identifying relevant jurisdictions. Businesses have to know which laws apply for doing e-commerce and which laws govern the relations with customers. A clear set of jurisdictional rules is necessary for foreseeing what behavior may invoke the laws or jurisdiction of another state. Whereas the situation seems to be acceptable in the EU or the U.S., many problems exist for businesses acting outside of these markets.

From the point of view of jurisdiction, cyberspace consists of three layers: physical infrastructure, logical infrastructure and content layer. At present, due to the principle of network neutrality, most governmental intervention is done at the content level. Mostly only criminal and political content is subject to blocking but an extension of strongly considered by content industries (e.g. of file sharing). The still limited experience proves that blocking cannot substitute the required cooperation between the various regulation providers and the minimum harmonization of rules worldwide.
A focus of governance on servers or communications misses the fact that e-commerce remains an exchange of goods or services under the control of human beings establishing and using the technological infrastructure. As in real space, e-commerce providers must have a business license in their respective State. Activities on other countries are subject to their rules, too. In the EU, the EC E-Commerce-Directive has set the standard that a lawful business activity in one country may be extended to the whole EEC area (with some limits). Besides that, businesses may use loopholes in rules of some country. Some States offer favorable regimes for e-businesses (e.g. media companies in Island). Due to the principle of network neutrality, this practice has to be accepted because enforcing of contradictory rules in affected other countries may be very difficult.

Businesses face jurisdictional risks due to protection concerns, in particular in the interest of consumers. The EU Brussels Regulation allows consumers to sue in their country if the business activities are targeted to this territory. In the US, the Zippo case states that the activity level of websites – active, passive or interactive – constitutes an important factor in asserting jurisdiction.

As IT sets the factual framework for e-commerce activities, a more developed set of rules seems to be required. Factors may be the commerciality of the activity, the targeting of this activity to a particular country, and reasonable care undertaken in avoiding infringement of these rules. Many rules on business activities, consumer protection and data protection have to be taken into account. Very often, IT may support compliance with this rules e.g. a “privacy by design” approach. Thus, IT developers should work very closely with lawyers in designing workable systems in e-commerce that are compatible with relevant legal systems.

The Best Paper:

THE IMPACT OF INNOVATION, STANDARDIZATION, TECHNOLOGY MARKETING STRATEGY ON THE PERFORMANCE IN SOFTWARE COMPANY: COMPARATIVE STUDY ON SOFTWARE TYPE by Sung Hee Jang, Dong Man Lee and Hyun Sun Park, Kyungpook National University, South Korea

Abstract:

The purpose of this study is to examine the factors influencing performance of software companies. This model tests various theoretical research hypotheses related to innovation, standardization, technology marketing strategy and software type. Smart PLS (Partial Least Square) 2.0 and SPSS 15.0 have been utilized for deriving the study results. The result of hypothesis testing is as follows. First, standardization and technology marketing strategy positively influence financial performance. Second, innovation, standardization, technology marketing strategy positively influence technical performance. Finally, mobile and non-mobile software companies was shown that innovation, standardization, and technology marketing strategy has different effects to financial and technical performance.


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