The IADIS International Conference e-Commerce 2012 was held in Lisbon, Portugal, July 21-23, 2012.

The IADIS e-Commerce 2012 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 following five main areas have been the object of paper and poster submissions within specific topics:
- Commerce Technology;
- Global e-Commerce;
- Online Management;
- Online Business Models;
- Regulatory/Policy Issues.

The IADIS e-Commerce received 48 submissions from more than 17 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 7 full papers were approved which meant an acceptance rate of 15%. A few more papers were accepted as short papers and a reflection paper. An extended version of the best papers was published in the IADIS International Journal on WWW/Internet (ISSN: 1645-7641). Other outlets may also receive extended versions of the best papers, including journals from Inderscience, or a book from IGI.

The Conference, besides the presentation of full papers, short papers and reflection paper, also included one keynote presentation. 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.

Keynote Presentation:

The Four M’s of Employee Computer Abuse: Misconceptions, Motives, Measures and Mandates by Dr Robert Willison, Principal Lecturer, Newcastle Business School, Northumbria University, UK

Abstract:

While incidents of hacking and viruses are commonplace in the media, cases of employee computer abuse seldom make the headlines. This should not, however, lead individuals and organisations to overlook or underestimate the insider threat. In my presentation I will consider employee computer crimes in terms of four M’s: misconceptions, motives, measures and mandates. In terms of misconceptions, I will discuss why victim companies are often unwilling to involve law enforcement agencies, owing to concerns over reputation damage, and how this impedes accurate conceptualisation of the problem. In addition, far from ignoring the problem, I will argue why companies must acknowledge employee computer abuse and why such individuals who engage in this behaviour can represent a major threat. For motives I will note
how these are often created in the organisational context. Although technical controls may aim to prevent abuse, would not a greater understanding of how to forestall these motives be equally, if not more, warranted? With regard to measures, I will discuss how recent research has questioned the commonly held perception that all forms of computer abuse can deterred. Finally, I will consider potential research mandates for academics in the field of IS security.

The Best Paper:

**EXPLORING THE ROLE OF SITE CHARACTERISTICS IN TRUST CONSTRUCTS: A MUTUAL INFORMATION APPROACH** by Ana A. Andrade, Vitor V. Lopes and Augusto Q. Novais, National Laboratory for Energy and Geology (LNEG), Portugal

Abstract:

Considered fundamental for B2C e-commerce adoption, consumer trust has been object of a large amount of research to identify which factors influence its formation and development. Most of this research is based on empirical studies, by collecting data through Likert-type summated scales and analyzing it with parametric statistical techniques. This study follows a non-parametric approach, assessing trust factors through the concept of mutual information. Opinions of typical on-line consumers concerning appearance, reputation, fulfillment, security and trust are here directly related to characteristics identified in the site. Double mutual information is used to tune in terms of relevance a list of site characteristics usually considered as trust factors. Triple mutual information further indicates site characteristics with redundant or synergetic dependencies, as well as those with independent contributions. New insights into initial trust attribution are obtained, showing how the potential consumer employs a holistic view for site assessment, where all relevant characteristics play a role on the diverse perceptions conducive to trust.

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


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