



## 2012 International Joint Conference on E-Business

- ◆ 9th IEEE International Conference on E-Business Engineering
- ◆ 14th IEEE Conference on Commerce and Enterprise Computing
- ◆ 9th Netpreneur Summit

The background of the slide features a traditional Chinese pavilion with a dark, multi-tiered roof and red pillars, situated on a stone bridge. In the foreground, there is a large pond filled with green lotus leaves and several pink lotus flowers in various stages of bloom. The scene is set against a backdrop of lush green trees and a clear sky.

# Conference Guide

---

## **2012 International Joint Conference on E-Business Honorary Chairs**

**Zhaohui Wu**

**Vice-president of Zhejiang University, China**



Professor Zhaohui Wu, he did research in the German Research Center for Artificial Intelligence (DFKI) as a joint Ph.D. student from 1991 to 1993, and received the Ph.D. degree from Zhejiang University in 1993. In 1998, he was entitled as professor and in 2000 as doctoral supervisor. He is recipient of China National Funds for Distinguished Young Scientists, winner of the New Century Excellent Talents Program by the Ministry of Education, PRC, as well as recipient of special allowance from the State Council of China. He is now vice-president of Zhejiang University, director of the Sci-Tech Academy of Zhejiang University and director of Academic Committee in E-Service Research Center of Zhejiang University. Additionally, he acts as head of the Expert Group of Modern Service Industry Project by the Ministry of Science and Technology, PRC, team leader of information grid workgroup on China Grid Forum (CGF), and he is editorial board member for four international journals including Pervasive Computing and Communications, etc.

**Jack Ma**

**Chairman and Chief Executive Officer, Alibaba Group**

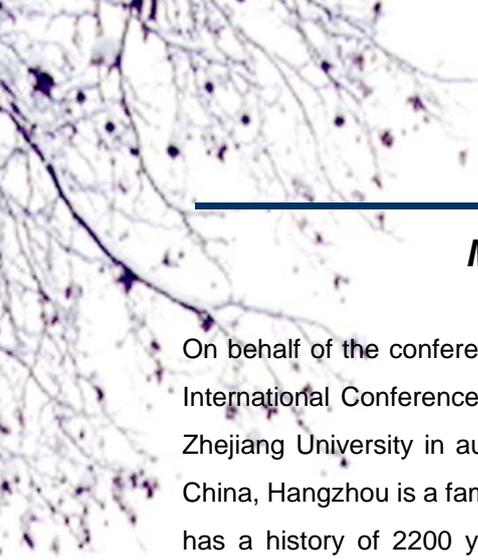


Jack Ma is the lead founder of Alibaba Group. As chairman and chief executive officer of the company since its inception in 1999, he is responsible for the overall strategy and focus of Alibaba Group.

Jack, who holds a bachelor's degree in English from Hangzhou Teacher's Institute, currently serves on the board of SOFTBANK CORP., a leading digital information company that is publicly traded on the Tokyo Stock Exchange. He is also a director of Huayi Brothers Media Corporation, a company listed on The Shenzhen Stock Exchange. In 2009, Jack became a trustee of The Nature Conservancy's China program and joined the global board of directors of the organization in 2010.

# Contents

- 1 Message from the ICEBE 2012 Chairs
- 2 Message from the CEC 2012 Chairs
- 3 ICEBE 2012 Organizing Committee
- 5 CEC 2012 Organizing Committee
- 6 Conference Tips
- 7 Keynote I : The Future of E-commerce
- 8 Keynote II: Business Informatics: Research that matters!
- 10 Keynote III: E-Gold? An Overview of Technology used at London 2012
- 11 Program at a Glance
- 14 Programs – September 10, 2012 (08:30 ~ 09:50) **(ICEBE)**
- 15 Programs – September 10, 2012 (10:20 ~ 12:00) **(ICEBE)**
- 16 Programs – September 10, 2012 (14:00 ~ 15:40) **(ICEBE)**
- 17 Programs – September 10, 2012 (16:00 ~ 17:40) **(ICEBE)**
- 19 Programs – September 10, 2012 (08:30 ~ 10:20) **(CEC)**
- 19 Programs – September 10, 2012 (10:40 ~ 12:30) **(CEC)**
- 20 Programs – September 10, 2012 (14:00 ~ 15:50) **(CEC)**
- 20 Programs – September 10, 2012 (16:10 ~ 18:00) **(CEC)**
- 22 Layout Plan of 8th Floor in Hotel
- 23 Hotel Information
- 25 Transport Guide to Zhejiang Braim International Hotel
- 26 Meal Arrangement
- 27 Transportation



---

## ***Message from the ICEBE 2012 Chairs***

On behalf of the conference committee for ICEBE, it is our pleasure to welcome you to the 9th IEEE International Conference on E-Business Engineering (ICEBE 2012), and welcome to Hangzhou and Zhejiang University in autumn, the best season of Hangzhou. As the capital of Zhejiang Province in China, Hangzhou is a famous city in history and culture. As one of the seven ancient capitals in China it has a history of 2200 years. Hangzhou owns the richness of its history and cultural heritages, its location in the heart of China, makes it the world's leading tourist destinations.

ICEBE is a prestigious conference which is initiated from 2003 by the IEEE Technical Committee on E-Commerce. It is a high-quality international forum for researchers and practitioners from different areas of computer science and information systems to exchange their latest findings and experiences, as well as to help shape the future of IT-transformed consumers, enterprises, governments and markets. We look forward to many productive discussions during the three day conference, and many memorable moments for the conference participants.

ICEBE 2012 is jointly organized by the IEEE Computer Society Technical Committee on Business Informatics and Systems (TCBIS), which is formerly known as Technical Committee on Electronic Commerce (TCEC), and Zhejiang University. Strong support and valuable guidance from Alibaba Group Research Center in China have made this year's conference possible. We are grateful for their generous support. The success of the conference also depended on all the chairs and members of the ICEBE 2012 committees. We would like to give our special thanks for their hard work and precious time to make this a success.

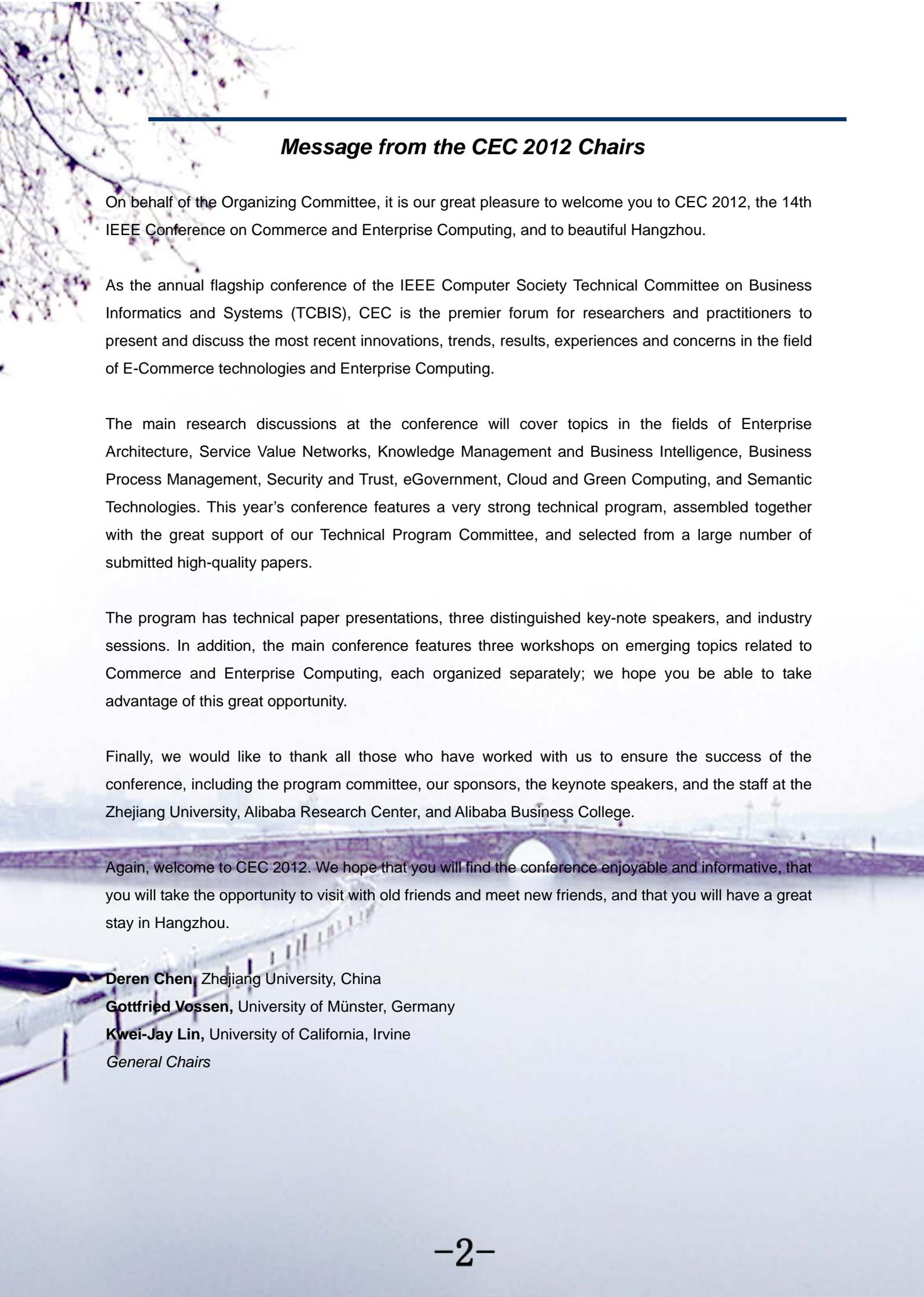
We all look forward to many excellent technical and social interactions during this three-day conference. We encourage all of you to fully participate in the technical and social events. We wish you an enjoyable and impressive meeting in Hangzhou, and thank you for attending!

**Deren Chen**, Zhejiang University, China

**Chunxiao Liang**, Alibaba Group Research Center, China

**Jen-Yao Chung**, IBM T. J. Watson Research Center, USA

*General Chairs*



---

## ***Message from the CEC 2012 Chairs***

On behalf of the Organizing Committee, it is our great pleasure to welcome you to CEC 2012, the 14th IEEE Conference on Commerce and Enterprise Computing, and to beautiful Hangzhou.

As the annual flagship conference of the IEEE Computer Society Technical Committee on Business Informatics and Systems (TCBIS), CEC is the premier forum for researchers and practitioners to present and discuss the most recent innovations, trends, results, experiences and concerns in the field of E-Commerce technologies and Enterprise Computing.

The main research discussions at the conference will cover topics in the fields of Enterprise Architecture, Service Value Networks, Knowledge Management and Business Intelligence, Business Process Management, Security and Trust, eGovernment, Cloud and Green Computing, and Semantic Technologies. This year's conference features a very strong technical program, assembled together with the great support of our Technical Program Committee, and selected from a large number of submitted high-quality papers.

The program has technical paper presentations, three distinguished key-note speakers, and industry sessions. In addition, the main conference features three workshops on emerging topics related to Commerce and Enterprise Computing, each organized separately; we hope you be able to take advantage of this great opportunity.

Finally, we would like to thank all those who have worked with us to ensure the success of the conference, including the program committee, our sponsors, the keynote speakers, and the staff at the Zhejiang University, Alibaba Research Center, and Alibaba Business College.

Again, welcome to CEC 2012. We hope that you will find the conference enjoyable and informative, that you will take the opportunity to visit with old friends and meet new friends, and that you will have a great stay in Hangzhou.

**Deren Chen**, Zhejiang University, China

**Gottfried Vossen**, University of Münster, Germany

**Kwei-Jay Lin**, University of California, Irvine

*General Chairs*

---

## **ICEBE 2012 Organizing Committee**

### **General Chairs**

Deren Chen, Zhejiang University, China  
Chunxiao Liang, Alibaba Group Research Center, China  
Jen-Yao Chung, IBM T. J. Watson Research Center, USA

### **General Vice Chair**

Xiaolin Zheng, Zhejiang University, China

### **Program Chairs**

Kuo-Ming Chao, Coventry University, UK  
Hui Lei, IBM T.J. Watson Research Center, USA  
Yinsheng Li, Fudan University, China

### **Program Vice Chair**

Shuren Zhang, Alibaba Business College, China

### **Data and Knowledge Management for e-Business Track Chairs**

Raymond Y.K. Lau, City University of Hong Kong, Hong Kong  
Dickson K.W. Chiu, Dickson Computer Systems, Hong Kong

### **Software Engineering for e-Business Track Chair**

Muhammed Younas, Oxford Brookes University, UK

### **Service Engineering Track Chair**

Boualem Benatallah, The University of New South Wales, Australia

### **Integration and Collaboration Track Chair**

Jingzhi Guo, University of Macau, Macau

### **Industrial Experiences and Applications Track Chair**

Michael Sheng, The University of Adelaide, Australia

### **Green Technologies for Business Track Chair**

Zongwei Luo, The University of Hong Kong, Hong Kong

### **Cloud Computing Track Chairs**

Han Chen, IBM Research, USA  
Ying Liu, IBM China Research, China

### **Mobile Commerce Track Chair**

Hongwei Wang, University of Portsmouth, UK

### **Security, Privacy and Open Source Track Chair**

Omar Hussain, Curtin University of Technology, Australia

### **Business Analytics and Optimization Track Chairs**

Chao-Lin Liu, National Chengchi University, Taiwan  
Li Zhang, IBM T. J. Watson Research Center, USA

### **Internet of Things (IoT) Track Chair**

Bo Yang, IBM China Research, China

**Organizing Chairs**

Jianlin Zhang, Alibaba Business College, China

Ci-Wei Lan, Institute for Information Industry, Taiwan

**Organizing Vice Chairs**

Zhen Lin, Zhejiang University, China

Yi Wang, Alibaba Business College, China

Qian Lin, Alibaba Group Research Center, China

**Organizing Committee Members**

Min Shen, Zhejiang University, China

Shuxian Ji, Zhejiang University, China

Li She, Alibaba Business College, China

Xiaoxuan Tian, Alibaba Group Research Center, China

Liang Chen, Alibaba Group Research Center, China

**Publication Chair**

Nazaraf Shah, Coventry University, UK

**Finance and Registration Chairs**

Trieu Chieu, IBM T.J. Watson Research Center, USA

Kwei-Jay Lin, University of California Irvine, USA

**Steering Committee**

Jen-Yao Chung, IBM T.J. Watson Research Center, USA (Chair)

Kuo-Ming Chao, Coventry University, UK

Jingzhi Guo, University of Macau, Macau

Francis Lau, The Hong Kong University, Hong Kong

Juanzi Li, Tsinghua University, China

Yinsheng Li, Fudan University, China

Kwei-Jay Lin, University of California Irvine, USA

Lionel Ni, Hong Kong University of Science & Technology, Hong Kong

Yong Qi, Xi'an Jiaotong University, China

Wei-Tek Tsai, Arizona State University, Software Research Laboratory, USA

C.J. Tan, The University of Hong Kong, E-Business Technology Institute, Hong Kong

Weimin Zheng, Tsinghua University, China



---

## **CEC 2012 Organizing Committee**

### **General Co-Chairs**

Deren Chen, Zhejiang University, China  
Gottfried Vossen, University of Münster, Germany  
Kwei-Jay Lin, University of California, Irvine

### **General Vice Chair**

Xiaolin Zheng, Zhejiang University, China

### **Finance and Registration Chairs**

Trieu Chieu, IBM T.J. Watson Research Center, USA  
Weiran Nie, University of California, Irvine, USA

### **Program Co-Chairs**

Stefanie Rinderle-Ma, University of Vienna, Austria  
Jorge Sanz, IBM Almaden Research, USA  
Xiaoying Bai, Tsinghua University, Beijing, China

### **Workshop Co-Chairs**

Thomas Setzer, Karlsruhe Institute of Technology, Germany  
Tokuro Matsuo, Yamagata University, Japan

### **Industry Chairs**

Erik Proper, CRP Henri Tudor, Luxembourg  
Guan-Jie Ren, IBM Almaden Research Center, USA

### **Publicity Co-Chair**

Christian Pichler, Vienna University of Technology, Austria

### **Publication Chair**

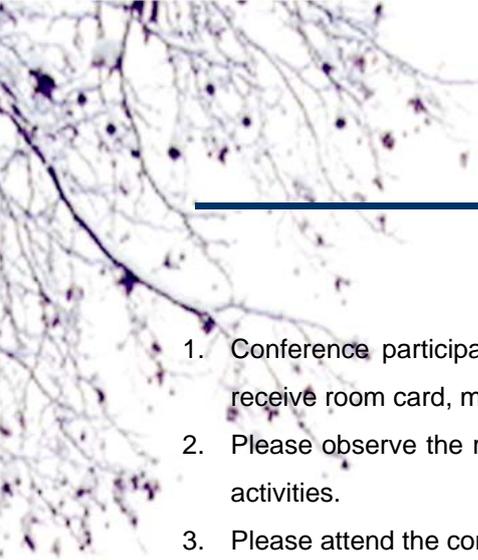
Lianne Bodestaff, Novay, The Netherlands

### **Web Chair**

Sonja Kabicher-Fuchs, University of Vienna, Austria

### **Steering Committee**

Kuo-Ming Chao, Coventry University, UK  
Jen-Yao Chung, IBM Research, USA  
Christian Huemer, Vienna University of Technology, Austria  
Birgit Hofreiter, Vienna University of Technology, Austria  
Kwei-Jay Lin (Chair), Univ. California, USA  
Heiko Ludwig, IBM Research, USA

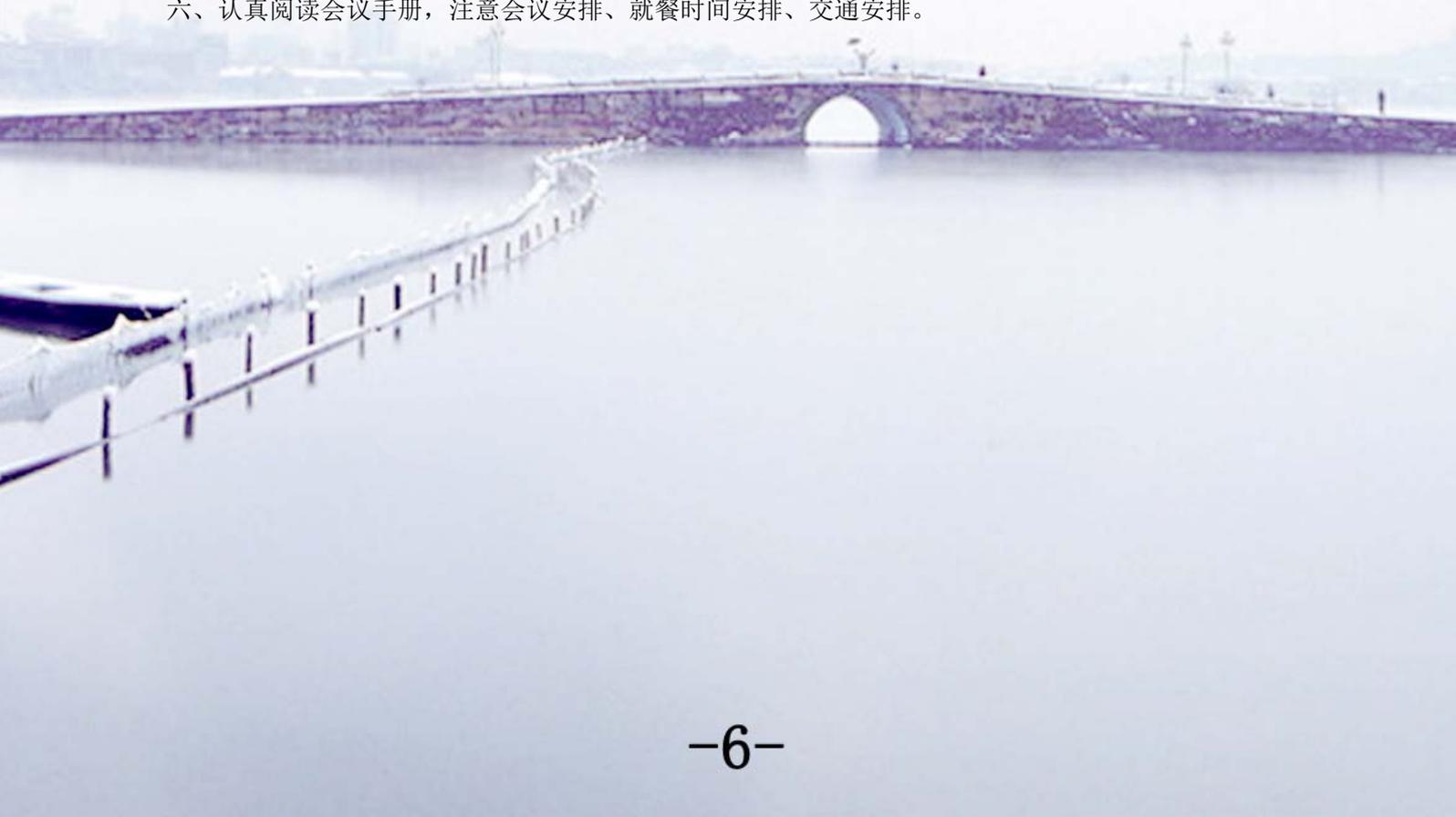


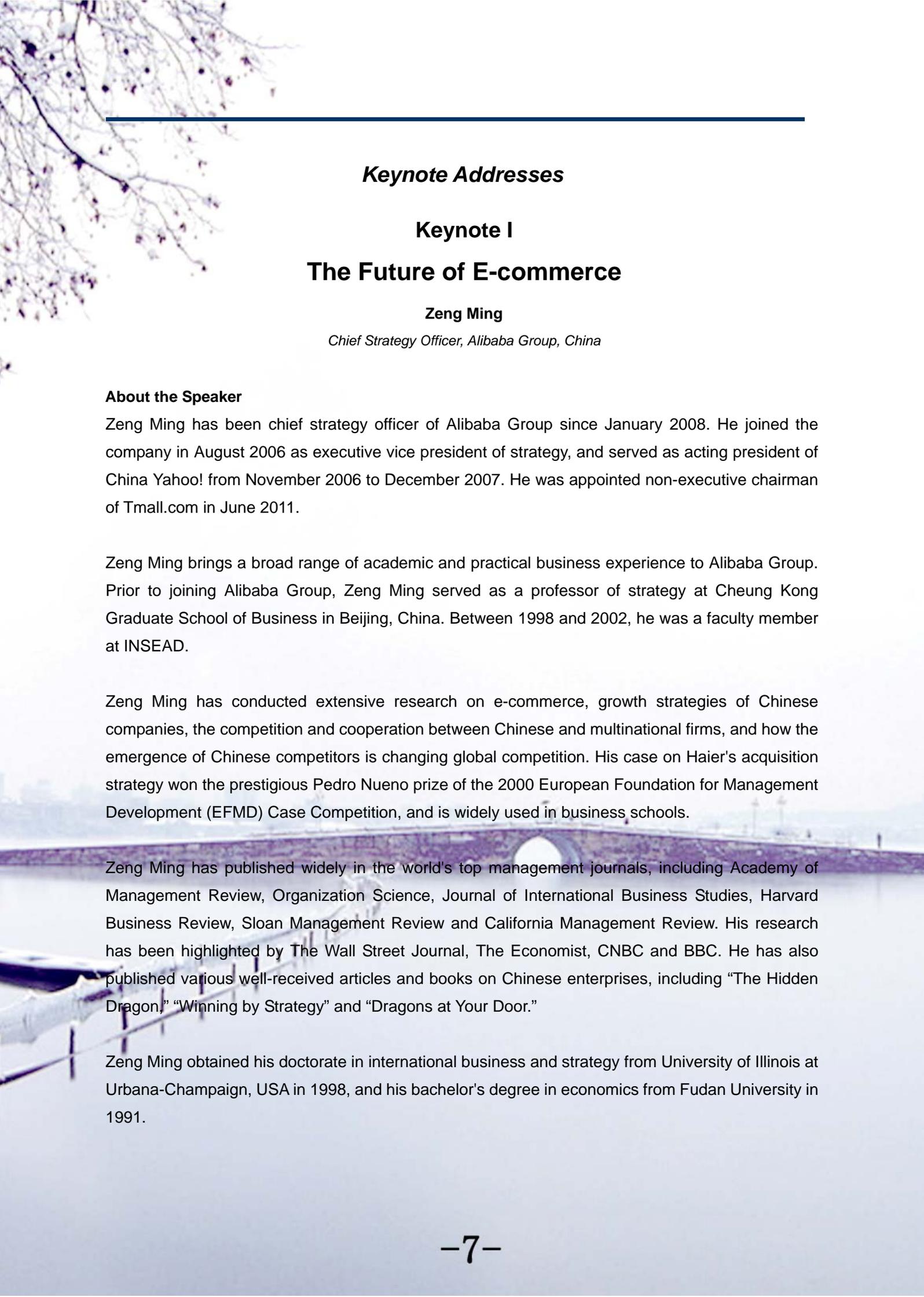
---

## Conference Tips

1. Conference participants please sign in at the place designated by the organizing committee to receive room card, meal vouchers, representative card and other materials.
2. Please observe the regulations related to the conference and be time-conscious to the conference activities.
3. Please attend the conference and any group activity with your representative card.
4. Please be present at the venue of any conference or activity 5 minutes earlier. Please keep quiet and turn off or silence your mobile phone throughout the meetings. It would be significant to have your attention on the conference speeches and your all attendance in discussions.
5. Please keep your personal properties within immediate reach, and do not hesitate to contact the organizing committee in case of health or other problems.
6. Please read the conference guide, and carefully pay attention to the schedule on conference, meals and transportation, etc.

## 会议须知

- 一、与会代表请到大会议务组指定报到处报到，领取房卡、餐券、代表证和相关文件资料。
  - 二、与会代表要自觉遵守大会的各项规定，准时参加大会的各项活动。
  - 三、与会代表应佩戴证件出席大会和参加相关集体活动。
  - 四、参加会议时，请与会代表提前 5 分钟到指定会场就座；会议期间，请保持会场安静和良好秩序，关闭手机或将手机设置为静音，认真听取相关会议报告，积极参与讨论。
  - 五、请注意保管好个人财物，注意身体健康。如有身体不适，请与会务组联系。
  - 六、认真阅读会议手册，注意会议安排、就餐时间安排、交通安排。
- 



---

## **Keynote Addresses**

### **Keynote I**

## **The Future of E-commerce**

**Zeng Ming**

*Chief Strategy Officer, Alibaba Group, China*

#### **About the Speaker**

Zeng Ming has been chief strategy officer of Alibaba Group since January 2008. He joined the company in August 2006 as executive vice president of strategy, and served as acting president of China Yahoo! from November 2006 to December 2007. He was appointed non-executive chairman of Tmall.com in June 2011.

Zeng Ming brings a broad range of academic and practical business experience to Alibaba Group. Prior to joining Alibaba Group, Zeng Ming served as a professor of strategy at Cheung Kong Graduate School of Business in Beijing, China. Between 1998 and 2002, he was a faculty member at INSEAD.

Zeng Ming has conducted extensive research on e-commerce, growth strategies of Chinese companies, the competition and cooperation between Chinese and multinational firms, and how the emergence of Chinese competitors is changing global competition. His case on Haier's acquisition strategy won the prestigious Pedro Nueno prize of the 2000 European Foundation for Management Development (EFMD) Case Competition, and is widely used in business schools.

Zeng Ming has published widely in the world's top management journals, including Academy of Management Review, Organization Science, Journal of International Business Studies, Harvard Business Review, Sloan Management Review and California Management Review. His research has been highlighted by The Wall Street Journal, The Economist, CNBC and BBC. He has also published various well-received articles and books on Chinese enterprises, including "The Hidden Dragon," "Winning by Strategy" and "Dragons at Your Door."

Zeng Ming obtained his doctorate in international business and strategy from University of Illinois at Urbana-Champaign, USA in 1998, and his bachelor's degree in economics from Fudan University in 1991.



---

## **Keynote Addresses**

### **Keynote II**

## **Business Informatics: Research that matters!**

**Christian Huemer**

*Vienna University of Technology, Vienna, Austria*

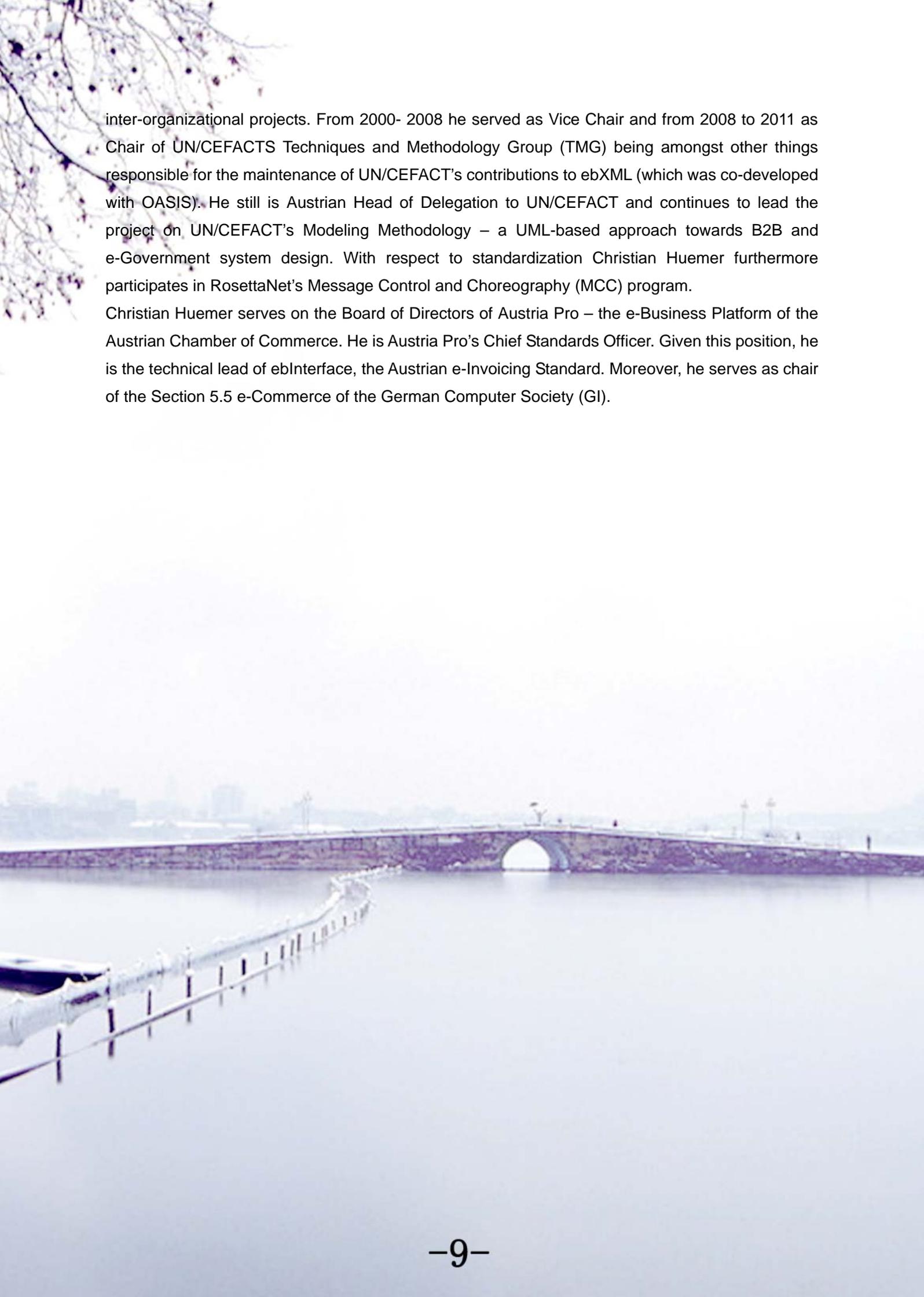
#### **Abstract**

This IEEE CEC 2012 Conference in Hangzhou is the latest event in the successful series of IEEE Conferences on Commerce and Enterprise Computing. Although this conference series continues, it has been decided to re-focus the scope of the conference and, consequently, to rename it to IEEE Conference on Business Informatics for future events starting in 2013. Accordingly, we move towards research in Business Informatics. But what do we exactly understand by the term Business Informatics and – even more important - is there a need for a Business Informatics conference under the umbrella of the IEEE? There is no doubt that Business Informatics is an inter-disciplinary field of study covering disciplines like computer science, information technology, operations research, economics, management and organizational sciences, etc. However, aren't electronic commerce, enterprise computing, and (management) information systems also existing and accepted research fields that crosscut similar disciplines? This keynote presentation aims at spreading out the scope of Business Informatics and illustrates how Business Informatics differentiates from related fields of study. It elaborates on the unique selling points that Business Informatics has to offer to both, academia and industry. A key characteristic of Business Informatics research is that it considers a real-world business context in developing new theories and concepts that enable new practical applications. Thereby, Business Informatics research does not only extend the body of knowledge of the information society, but at the same time provides a tangible impact to industry. Or put it in other words – Business Informatics is research that matters!

#### **About the Speaker**

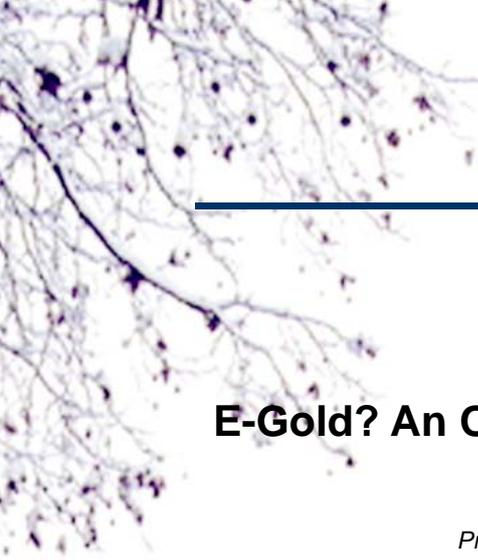
Christian Huemer is Vice Dean of Academic Affairs for Business Informatics at the Vienna University of Technology, Austria. Furthermore, he is director of the Research Studios “Inter-organizational Systems (IOS)” and “Smart Agent Technologies (SAT)” of Research Studios Austria (RSA) - a not-for-profit research institution which receives basic funding from the Austrian Federal Ministry of Science and Research in order to facilitate synergies between science and economy.

Christian Huemer has a long time working experience in Business-to-Business and e-Government interoperability by working for the United Nations Center For Trade Facilitation and e-Business (UN/CEFACT) to develop standards and recommendations for interoperability used in

A decorative background image showing a stone bridge with a central arch over a calm lake. In the distance, a city skyline is visible under a hazy sky. The foreground shows a wooden railing along the water's edge.

inter-organizational projects. From 2000- 2008 he served as Vice Chair and from 2008 to 2011 as Chair of UN/CEFACTS Techniques and Methodology Group (TMG) being amongst other things responsible for the maintenance of UN/CEFACT's contributions to ebXML (which was co-developed with OASIS). He still is Austrian Head of Delegation to UN/CEFACT and continues to lead the project on UN/CEFACT's Modeling Methodology – a UML-based approach towards B2B and e-Government system design. With respect to standardization Christian Huemer furthermore participates in RosettaNet's Message Control and Choreography (MCC) program.

Christian Huemer serves on the Board of Directors of Austria Pro – the e-Business Platform of the Austrian Chamber of Commerce. He is Austria Pro's Chief Standards Officer. Given this position, he is the technical lead of ebInterface, the Austrian e-Invoicing Standard. Moreover, he serves as chair of the Section 5.5 e-Commerce of the German Computer Society (GI).



---

## **Keynote Addresses**

### **Keynote III**

# **E-Gold? An Overview of Technology used at London 2012**

**Anne James**

*Professor of Data Systems Architecture, Coventry University, UK*

#### **Abstract**

With the London Olympics being hailed as a resounding success in terms of athletic achievement and organisation, this presentation will review the innovative supporting technologies that helped the games run so smoothly and impressively. From event advertising, through ticketing, reception, games management, scoring and broadcast support, information technology played a central role. The opening and closing ceremonies watched by over 1 billion people worldwide impressed both through artistic content and technological innovation, while advanced event support including timing and scoring systems and on-venue results enabled high quality communication heightening the excitement for audiences across the globe. The systems designs and various technologies adopted will be discussed in this talk and their legacy in term of computing support for business advances will be considered.

#### **About the Speaker**

Anne James is Professor of Data Systems Architecture at Coventry University, UK. She obtained her undergraduate degree from Aston University in 1980 and her doctorate in the area of advanced data models from UK Council for National Academic Awards in 1986. Since obtaining her PhD, Anne has worked mainly in academia at various UK institutions, being involved in teaching and subject development as well as research. Anne has participated on many professional and academic committees in the computing field. She received the title of Professor in 2008 in recognition of her outstanding and continued research work and contribution in the field of data and distributed systems. Anne has published around 130 peer-reviewed papers and supervised over 20 PhD candidates. She performs a leading role in developing and managing research in the Computer Science and Informatics area at Coventry University. As well as research and teaching, Anne often works with industry on interesting projects. Her interests lie in innovation methods for data modelling and access.

## Program at a Glance (ICEBE&CEC)

Sep. 8	Zhejiang Braim Internatio nal Hotel	17:00-20:00	Registration	
		07:00-07:45	Registration	
Sep. 9	The People's Hall of Zhejiang Province	07:45	Shuttle Bus: Hotel --> Conference Venue	
		08:40-08:45	Opening remarks	Deren Chen Chairman of 2012 International Joint Conference on E-Business, Zhejiang University
		08:45-08:55		Zhaohui Wu, Vice President of Zhejiang University
		08:55-09:05		Jen-Yao Chung Chairman of ICEBE 2012, IBM T. J. Watson Research Center, USA
		09:05-09:15		Kwei-Jay Lin Chairman of CEC 2012, University of California, Irvine
		09:15-10:00	Keynote I: The Future of E-commerce Speaker: Ming Zeng, Chief Strategy Officer, Alibaba Group	
		10:00-10:30	Group photo	
		10:30-11:15	Keynote II: Business Informatics: Research that matters! Speaker: Christian Huemer, TU Vienna	
		11:15-12:00	Keynote III: E-Gold? An Overview of Technology used at London 2012 Speaker: Anne James, Coventry University, UK	
		12:00-13:30	<i>Lunch #1</i>	
		13:30-14:30	"Small is Beautiful, the Power of Netrepreneurs"	Top 10 Global Netrepreneurs of 2012
		14:30-15:30	"Exploring the Path of E-commerce"	E-commerce service providers
		15:30-16:30	"The Establishment and Growth of Brands"	Host: Thomas FRIEDMAN: Pulitzer prize-winning journalist, author of "The World is Flat" Panel Guests: FRANK LAVIN: Export Now, Global CEO of Export Now and former US Under Secretary of Commerce Mike ELLIS: President and Managing Director, Asia-Pacific, MPAA Jack CHANG: Chairman, Quality Brands Protection Committee (QBPC) & Senior Intellectual Property Counsel for General Electric Asia International brand representative Chinese brand representative
		16:30-17:15	"The Business Ecosystem of the Internet Age"	Savio KWAN Independent Non-executive Director, Alibaba Group
		17:15-17:45	Closing Remarks	Jack MA Chairman and CEO, Alibaba Group
		Zhejiang Braim Internatio nal Hotel	18:00	Shuttle Bus: Conference Venue --> Hotel
Zhejiang Braim Internatio nal Hotel	19:00	Welcome Dinner		

## Program at a Glance (ICEBE)

Sept. 10	Zhejiang Braim International Hotel	08:30-09:50	Session EBE01: Data and Knowledge Management for e-Business I Chair: Ping Wang (Room 1)	
			Session EBE05: Integration and Industrial Applications Chair: Shin-Jer Yang (Room 2)	
			Session EBE09: Cloud Computing Chair: Ci-Wei Lan (Room 3)	
			Session EBE13: Service-Oriented Knowledge Management and Business Intelligence (SOKMBI) Chair: Dickson K.W. Chiu (Room 4)	
		09:50-10:20	<i>Coffee break#1</i>	
		10:20-12:00	Session EBE02: Data and Knowledge Management for e-Business II Chair: Raymond Lau (Room 1)	
			Session EBE06: Security, Privacy and Open Source Chair: Nikolaus Huber (Room 2)	
			Session EBE10: Cloud Computing and Services Chair: Jingzhi Guo (Room 3)	
		12:00-14:00	<i>Lunch #1</i>	
		14:00-15:40	Session EBE03: Software Engineering for e-Business Chair: Anne James (Room 1)	
			Session EBE07: Security and Business Analytics Chair: Yinsheng Li (Room 2)	
			Session EBE11: e-Marketplace Integration and Interoperability (EM2I) Chair: Rebecca LJ Chen (Room 3)	
		15:40-16:00	<i>Coffee break#2</i>	
		16:00-17:40	Session EBE04: Service Engineering Chair: San-Yih Hwang (Room 1)	
Session EBE08: Mobile Commerce Chair: Chang-Shing Perng (Room 2)				
Session EBE12: Service-Oriented Applications, Integration and Collaboration (SOAIC) Chair: Fu Ming Huang (Room 3)				
18:00	<i>Banquet</i>			
Sept. 11	Headquarter of Alibaba Group	08:45	<i>Shuttle Bus: Hotel --&gt; Alibaba Group</i>	
		09:30-10:30	<i>Visiting Headquarter of Alibaba Group</i>	
		10:30-11:30	<i>Group Discussion</i>	
		11:30-13:00	<i>Lunch #3</i>	
		13:15	<i>Shuttle Bus: Alibaba Group --&gt; Hotel</i>	

## Program at a Glance (CEC)

Sept. 10	Zhejiang Braim International Hotel	08:30-10:20	Session CEC-01: Business Informatics Session Chair: Kwei-Jay Lin (Room 5)
			Industrial Track 1: Business Architecture Session Chair: Erik Proper (Room 6)
		10:20-10:40	<i>Coffee Break #1</i>
		10:40-12:30	Session CEC-02: Reputation and Trust Session Chair: Birgit Hofreiter (Room 5)
			Industrial Track 2: Information Architecture Session Chair: Guang-Jie Ren (Room 6)
		12:30-14:00	<i>Lunch #1</i>
		14:00-15:50	Session CEC-03: BI Architecture Session Chair: Christian Huemer (Room 5)
			Session CEC-05: SEMP 2012 Session Chair: Prof. Akihiko Nagai (Room 6)
		15:50-16:10	<i>Coffee Break#2</i>
		16:10-18:00	Session CEC-04: User Networks Session Chair: Weiran Nie Session CEC-07: STIIS 2012 Session Chair: Kiyota Hashimoto (Room 5)
Session CEC-06: UCIA 2012 Session Chair: Prof. Yung-Cheol Byun (Room 6)			
18:00	<i>Banquet</i>		
Sept.11	Headquarter of Alibaba Group	08:45	Shuttle Bus: Hotel --> Alibaba Group
		09:30-10:30	Visiting Headquarter of Alibaba Group
		10:30-11:30	Group Discussion
		11:30-13:00	Lunch #3
		13:15	Shuttle Bus: Alibaba Group --> Hotel

**Emergency Contact Person: Dr. Zhen Lin    +86-135 8686 9566**

**E-mail:    nblin@163.com**

**Programs – September 10, 2012 (08:30 ~ 09:50)**

**Session EBE01: Data and Knowledge Management for e-Business I**

- *Probabilistic Top-k Dominating Composite Service Selection*  
Author: Chaogang Tang, Shiting Wen, Qing Li, Yan Xiong, An Liu
- *Personalized Recommendation Based on Reviews and Ratings Alleviating the Sparsity Problem of Collaborative Filtering*  
Author: Jingnan Xu, Xiaolin Zheng, Weifeng Ding
- *k\*NNCA: A Location Privacy Preserving Method for Semi-honest Mobile Users*  
Author: Xiao Pan, Lei Wu, Chunhui Piao
- *Research on Trust Evaluation Model for Mobile Commerce Based on Structural Equation Modeling*  
Author: Chunhui Piao, Shuzhen Wang, Fengtao Yang

**Session EBE05: Integration and Industrial Applications**

- *Do We Have Tools for Developing Green Applications? - IDE Tool with Power Management Computation Plugin*  
Author: Tina Ho, Rebecca Chen, Jerry Chang
- *A Transformation Process Model for Chinese Enterprises to the Platform-Based B2B e-commerce*  
Author: Zongyao Zhu, Fu Cuixiao, Meng haihua
- *The Business Model Ontology for Web 2.0 Websites*  
Author: Yun Liu
- *Linear Modelling and Optimization to Evaluate Customer Satisfaction and Loyalty*  
Author: Alireza Faed, Omar K. Hussain, Mehdi Faed, Zahra Saberi

**Session EBE09: Cloud Computing**

- *Approximate Keyword-based Search over Encrypted Cloud Data*  
Author: Ayad Ibrahim, Hai Jin, Ali A. Yassin, and Deqing Zou
- *IaaS Cloud Selection using MCDM Methods*  
Author: Zia ur Rehman, Omar K. Hussain, Farookh K. Hussain
- *Dynamic Selection of Services under Temporal Constraints in Cloud Computing*  
Author: Yanhua Du, Xiaofei Wang, Lifeng Ai, Xitong Li
- *A Fault Detection Method for Wireless Sensor Networks Based on Credible Sensor Nodes Set*  
Author: Zhaoxing Wang, Qiaoyan Wen, Teng Wang, Hua Zhang

### **Session EBE13: Service-Oriented Knowledge Management and Business Intelligence (SOKMBI)**

- *A Checking Consistency Framework Based on Multi-View Models Towards Business Process Model Repository*  
Author: Lei Sun, Hongming Cai, Lihong Jiang
- *Mining Contextual Knowledge for Context-Aware Recommender Systems*  
Author: Wenping Zhang, Raymond Lau, Xiaohui Tao
- *An Advanced Rapid Alert System for Food Safety*  
Author: Whisker T.Y. Law, Dickson K.W. Chiu, Haiyang Hu, Yi Zhuang, Hua Hu
- *VMFDF: A Virtualization-based Multi-level Fault Detection Framework for High Availability Computing*  
Author: Jianhua Zhang, Wenbo Zhang, Heng Wu, Tao Huang

---

## **Programs – September 10, 2012 (10:20 ~ 12:00)**

### **Session EBE02: Data and Knowledge Management for e-Business II**

- *The Impact of Online Channel on the Performance of China's Listed Retailers*  
Author: Shao Bing-jia, Ning Bei-Bei
- *An Empirical Study of Customer Loyalty to Internet Banking in China*  
Author: Yongbing Jiao, Jian Yang, Zhanfeng Zhu
- *A New Selective Clustering Ensemble Algorithm*  
Author: Liu Limin, Fan Xiaoping
- *A Parameter Model of Genetic Algorithm Regulating Ant Colony Algorithm*  
Author: Wu Liu-ai, Fan Wen-Qing
- *An Interval Fuzzy Ontology Based Peer Review Assignment Method*  
Author: Na Xue, Jin-Xing Hao, Su-Ling Jia, Qiang Wang

### **Session EBE06: Security, Privacy and Open Source**

- *HB-MAP Protocol: A New Secure Bidirectional Light-Wight Authentication Protocol of HB*  
Author: Fangtian Hou, Cheng Yang, Jianbo Liu, Yichun Zhang, Jiayin Tian, Yakun Zhang
- *Combinatorial Mutation Approach to Web Service Vulnerability Testing Based on SOAP Message Mutations*  
Author: Qing Li, Jinfu Chen, Yongzhao Zhan, Chengying Mao, Huanhuan Wang
- *A Policy-Based Architecture for Web Services Security Processing*  
Author: Hao Zeng, Dianfu Ma, Zhuqing Li, Yongwang Zhao
- *Unified Threat Management System Approach for Securing SME's Network Infrastructure*  
Author: Saqib Ali, Maitham H. Al Lawati, Syed J. Naqvi

### **Session EBE10: Cloud Computing and Services**

- *Design Dynamic Data Allocation Scheduler to Improve MapReduce Performance in Heterogeneous Clouds*  
Author: Shin-Jer Yang, Yi-Ru Chen, Yung-Ming Hsieh
- *Resource Oriented Composite Transactions*  
Author: Rui Liu, Xin Sheng Mao
- *Gossip-based Hybrid Multi-attribute Overlay for Resource Discovery in Federated Clouds*  
Author: Guan Le, Ke Xu and Junde Song
- *Automation System for Validation of Configuration and Security Compliance in Managed Cloud Services*  
Author: Trieu C. Chieu, Manas Singh, Chunqiang Tang, Mahesh Viswanathan, Ashu Gupta
- *A QoS Evaluation Model for Test-Bed in the Cloud Computing Environment*  
Author: Jundian Song, Shaohua Zhang, Yanxue Gong, Bingrong Dai

---

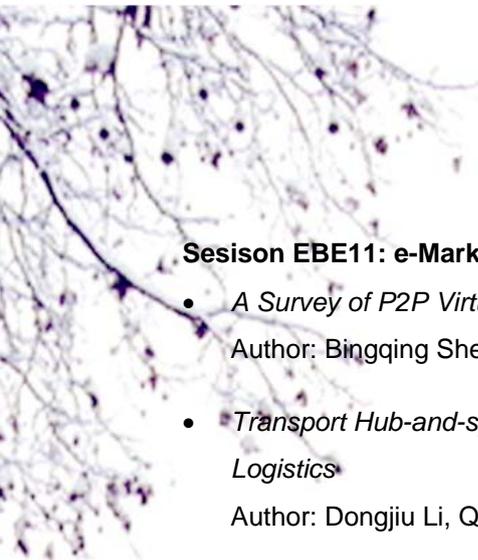
## **Programs – September 10, 2012 (14:00 ~ 15:40)**

### **Session EBE03: Software Engineering for e-Business**

- *A Highly Concurrent Process Virtual Machine Based on Event-driven Process Execution Model*  
Author: Dongyao Wu, Jun Wei, Chushu Gao, Wenshen Dou
- *S/T/A: Meta-modeling Run-time Adaptation in Component-Based System Architectures*  
Author: Nikolaus Huber, André van Hoorn, Anne Koziolk, Fabian Brosig and Samuel Kounev
- *A Core Broking Model for E-Markets*  
Author: Pen-Choug Sun, Michael Odetayo, Rahat Iqbal, Anne James
- *Semantic Consistency Maintenance in Editing Cross-Context Common Vocabulary*  
Author: Jingzhi Guo, Iok Ham Lam

### **Session EBE07: Security and Business Analytics**

- *Methodology and Tool Design for Building Return on Investment Models for IT transformations*  
Author: Chang-Shing Perng, Rong Chang
- *Value-Added Analysis of Bi-Lateral e-Business Services*  
Author: Zhongjie Wang, Qian Wu, Xiaofei Xu
- *User-Controlled Dynamic Access Credential Enrichment for Run-time Service Selection*  
Author: Christoph Fritsch, Günther Pernul
- *The Research of a Multi-Factor Dynamic Authorization Model*  
Author: Jing Liu, Chao Liu, Dongliang Jiao, Jiaopeng Chen
- *SecEPM: A Security Engineering Process Model for Electronic Business Processes*  
Author: Jörn Eichler



### **Sesison EBE11: e-Marketplace Integration and Interoperability (EM2I)**

- *A Survey of P2P Virtual World Infrastructure*  
Author: Bingqing Shen, Jingzhi Guo, Philip Chen
- *Transport Hub-and-spoke Network Optimization Model Construction of Pharmaceuticals Cold-Chain Logistics*  
Author: Dongjiu Li, Qingnian Zhang, Jiali Wang
- *Computing Resources Market in Grid and Cloud Based on Contract Management*  
Author: Yinghua Sun, Zhehui Wu, Guanfeng Liu, Zhenkuan Pan
- *A Scalable and Elastic Business Event Processing System*  
Author: Ming Li, Liangzhao Zeng

---

### **Programs – September 10, 2012 (16:00 ~ 17:40)**

#### **Session EBE04: Service Engineering**

- *Building an Optimal Service Environment for ASBS based on Pareto Dominance*  
Author: Hang Song, Jun Na, Bin Zhang, Jun Guo, Zhi-Liang Zhu
- *Managing Service Reputation with Vague Sets*  
Author: Ping Wang
- *Data Providing Web Service Selection Using Bayesian Network*  
Author: San-Yih Hwang, Yi-Hsuan Hsieh, and Chien-Hsiang Lee
- *An Empirical Study on Meta-Heuristic Search-Based Web Service Composition*  
Author: Chengying Mao, Jifu Chen, Xinxin Yu
- *Design and Implement of SOA-based Bridge Monitoring System Data Layer*  
Author: Wendi Gao, Meina Song, Ke Xu

#### **Session EBE08: Mobile Commerce**

- *CloudExplorer: A User-Centered Cloud Browser for Cloud Services*  
Author: Yinsheng Li, Jiao Li, Feng Zhou, Yong Fang, Hao Chen
- *A Ubiquitous Clinic Data Accessing Method Based on Resource Model*  
Author: Lihong Jiang, Boyi Xu, Lu Fang, Hongming Cai
- *An Empirical Study of User Behavioral intention to Accept of Mobile TV: An integration of TAM with Entertainment*  
Author: Chuncai Lin, Hailan Gu, Yanpeng He
- *Studying Applications and Evaluation on the Next Generation Services of Broadband Communication*



Author: Weidong Fang, Guoqing Jia, Jingyan Mo

**Session EBE12: Service-Oriented Applications, Integration and Collaboration (SOAIC)**

- *A RFID-Based Kindergarten Intelligence Security System*  
Author: Zhiyuan Fang, Li Wei, Wei Chen, Yangjun He
- *Cyber-Physical System Components Composition Analysis and Formal Verification Based on Service-Oriented Architecture*  
Author: Peng Wang, Yang Xiang, Shaohua Zhang
- *Personalized Travel Service Discovery and Usage in Cloud Environment*  
Author: Feng Zhou, Yong Fang, Hao Chen
- *Efficient Usage of Network Bandwidth in the Cloud Architecture*  
Author: Rick C.S. Chen, Chung-Ting Kao, Hui-Kuang Chung
- *PLASH: An ESB-based Platform for Developing and Deploying Location Aware Services with SOC Concepts*  
Author: Yi-Chun Teng, Fu-Ming Huang, Yu-Hsiang Huang, Meng-Chang Chen

**Programs – September 10, 2012 (08:30 ~ 10:20)**

**Session CEC-01: Business Informatics**

- *REA-DSL: Business Model Driven Data-Engineering*  
Author: Dieter Mayrhofer and Christian Huemer
- *From Encoded EDIFACT Messages to Business Concepts Using Semantic Annotations*  
Author: Robert Engel, Christian Pichler, Marco Zapletal, Worarat Krathu and Hannes Werthner
- *Differences in Efficiency between B2Bs and B2Cs in the Japanese IT Services Industry*  
Author: Hiroshi Sasaki
- *Serendipitous Exploration of Large-scale Product Catalogs*  
Author: Marc von Wyl, Birgit Hofreiter and Stephane ,Marchand-Maillet

**Industrial Track 1: Business Architecture**

- *Business value of enterprise architecture*  
Author: Raymond Slot
- *On the use of GEA at the Dutch Ministry of Social Affairs and Employment*  
Author: Roel Wagter, Erik Proper and Dirk Witte
- *Business Architecture for Banking - as described by four scenarios*  
Author: Jorge Sanz

---

**Programs – September 10, 2012 (10:40 ~ 12:30)**

**Session CEC-02: Reputation and Trust**

- *Behavioral Analysis of Registered Web Site Visitors with Help of Mouse Tracking*  
Author: Clemens Schefels, Sven Eschenberg and Christian Schöneberger
- *Bootstrapping Trust and Reputation for Web Services*  
Author: Hien Trang Nguyen, Jian Yang and Weiliang Zhao
- *The Moderating Effect of Legitimacy and Reputation on SMEs in a B2B Environment*  
Author: Guangyin Jia, Yigang Li, Kai Wang, Jianhua Sun and Kai Li
- *Context Aware Reputation Management for Service Composition and Reconfiguration*  
Author: Jinhwan Lee, Jing Zhang, Zhenqiu Huang and Kwei-Jay Lin

**Industrial Track 2: Information Architecture**

- *Business process and data interoperability*  
Author: Georg Grossman
- *Identifying Information Assets for Open Data*  
Author: Guang-Jie Ren and Susanne Glissmann

---

## ***Programs – September 10, 2012 (14:00 ~ 15:50)***

### **Session CEC-03: BI Architecture**

- *Context-Aware Proactive Process Reconfiguration in Service-Oriented Architecture*  
Author: Jing Zhang, Jinhwan Lee and Kwei-Jay Lin
- *A Generic Architecture for User-Centric Portlet Integration*  
Author: Oliver Gmelch and Günther Pernul
- *Enterprise Architecture: A strategic specialism*  
Author: Roel Wagter, Erik Proper and Dirk Witte
- *The Effects of ICT Innovation and Industry Regulation on Chinese Travel Website's Marketing Logic*  
Author: Yi Zhang and Li-Mei Zhang

### **Session CEC-05: SEMP 2012**

- *Mobile Commerce Trust Model and Its Application for Third Party Trust Service Platform*  
Author: Chunhui Piao, Shuzhen Wang and Jie Wen
- *Analyzing Effect of OpenStreetMap for Crisis*  
Author: Yuma Imi, Tomomichi Hayakawa and Takayuki Ito
- *An Analysis on the Quality of Data in OpenStreetMap*  
Author: Tomomichi Hayakawa, Yuma Imi and Takayuki Ito
- *Proposal of Business Network Structure Visualization Tool*  
Author: Akihiko Nagai and Takayuki Ito
- *A Teaching Method based on Learning Network*  
Author: Shun Okuhara, Takanobu Otsuka, Takuya Yoshimura, Raiye Hail and Takayuki Ito

---

## ***Programs – September 10, 2012 (16:10 ~ 18:00)***

### **Session CEC-04: User Networks**

- *Equilibrium Selection under Limited Control - An Experiment on Network Hawk Dove Games*  
Author: Siegfried Berninghaus, Stephan Schosser and Bodo Vogt
- *Social network characteristics of online shopping interpersonal relationship in real and virtual communities*  
Author: Chong Zhang

### **Session CEC-06: UCIA 2012**

- *A Rule-based Parallel Processing to Speed Up an Application*  
Author: Jo Ryan Basco, Bobby D. Gerardo, Cyreneo Dofitas Jr., Yung-Cheol Byun, Bartolome Tanguilig III

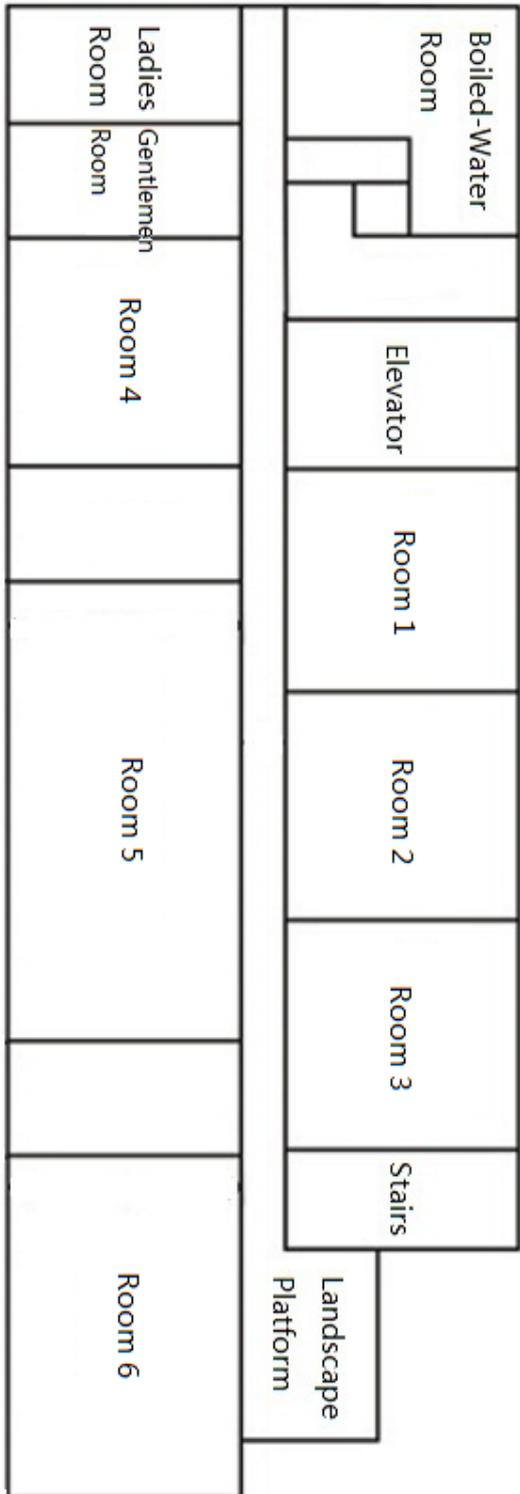
- *An Optimization of FMM under CPU+GPU Heterogeneous Architecture*  
Author: Yonghua Zhu
- *Modeling and Simulation for Dynamic Services Composition of LBS Based on TCPN*  
Author: Weimin Li, Xiaohua Zhao, Mingjun Xin
- *An Unified Logical Device Model for Devices Integration*  
Author: Xiaoli Zhi, Weiqin Tong

### **Session CEC-07: STIS 2012**

- *Micro-film Marketing of Chinese Tourism Destinations via Social Media: The Case of Shaoxing*  
Author: Jun Shao, Xiong Li, Zhao Li
- *Extraction of Hints and Advices for Improvement of Small Hotels Management from Hotel Reviews*  
Author: Sachio Hirokawa, Makoto Okada, Kiyota Hashimoto
- *Extraction of Feature Words with the Same Generality Level as Query using Restricted Bootstrapping*  
Author: Jun Zeng, Toshihiko Sakai, Brendan Flanagan, Sachio Hirokawa

## Layout Plan of 8th Floor in Hotel

### Layout Plan of 8th Floor



## Hotel Information

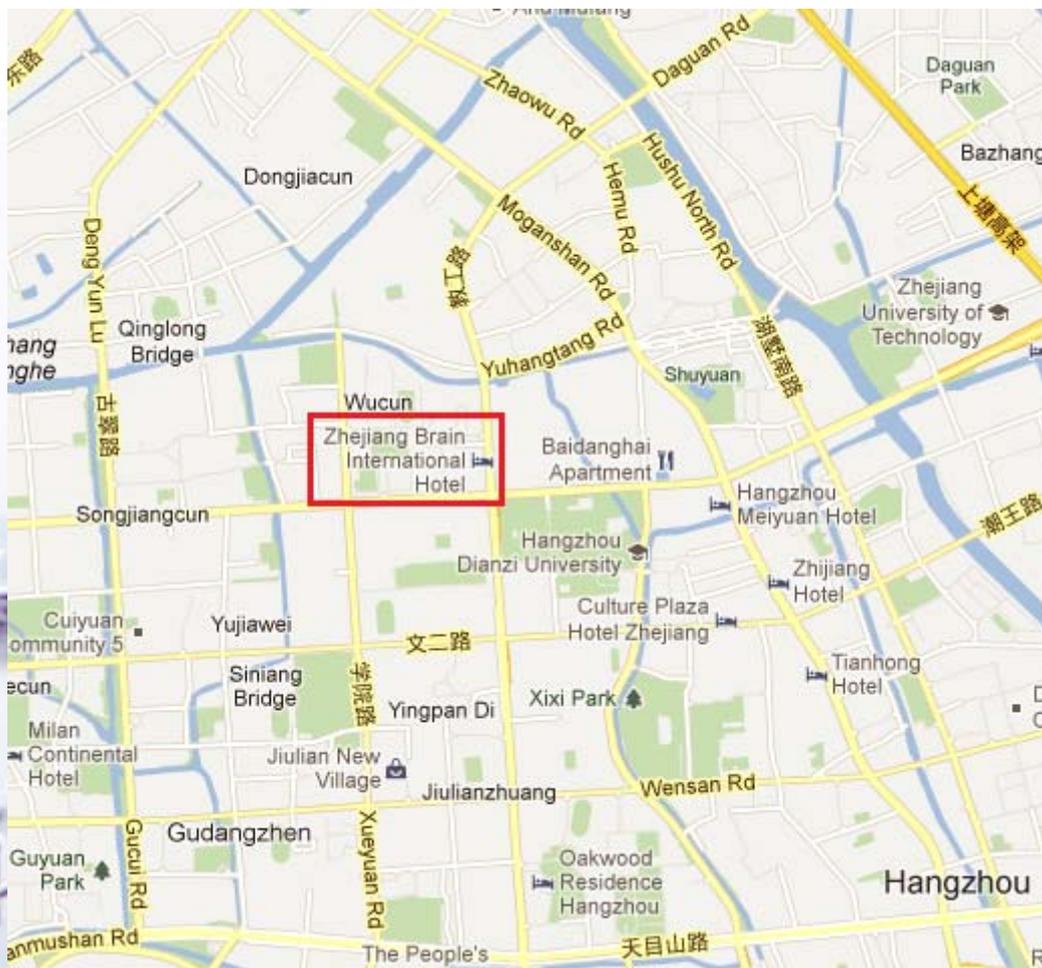
**Hotel Name:** Zhejiang Braim International Hotel

**Address:** 195 Jiaogong Road (Jiaogong Lu)

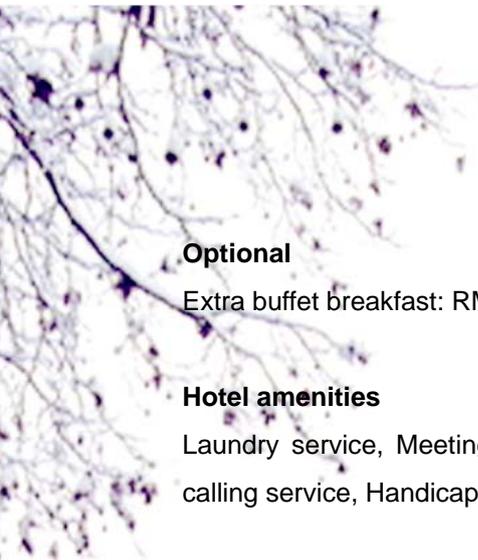
**Area:** Cultural and Educational Area

**Description:** The five-star Zhejiang Braim International Hotel (Zhejiang Bairui Guoji Dajjudian) is a business hotel just one kilometer away from the Hangzhou world trade exhibition center. This Hangzhou hotel has various guestrooms, ranging from standard rooms to suites. At the on-site restaurants guests can enjoy both Chinese and Western cuisines. Business guests can make full use of the business center and well-equipped conference rooms on site.

### Hotel Location



Hotel Location in Google Map

**Optional**

Extra buffet breakfast: RMB 58

**Hotel amenities**

Laundry service, Meeting facilities, Business center, Parking, Currency exchange, Ticket office, Taxi calling service, Handicapped-friendly rooms, Beauty salon, Escalator/elevator, Free parking

**Hotel dining**

Room service, Chinese cuisine, Coffee shop

**Fitness & recreation**

Sauna, Karaoke, Chess/poker room, Outdoor swimming pool, SPA

**Room amenities**

Slippers, Writing desk, 24-hour hot water, Electric kettle, Bathtub, Hair dryer, In-room safe, Domestic direct-dial telephone, International direct-dial telephone, Central air conditioning

**Payment Method**

MasterCard, VISA, American Express, Diners Club International, JCB, UnionPay



---

## ***Transport Guide to Zhejiang Braim International Hotel***

### **NO.1 From Shanghai Hongqiao International Airport to Zhejiang Braim International Hotel**

*Method 1.* Walk to Shanghai Hongqiao Railway Station according to the direction board, it may takes 10-15 minutes. Then take High-speed rail (HSR) to Hangzhou Railway Station, the charge is about RMB 78 for the second class seat and RMB 124 for the first class seat. Then take a taxi to the hotel, the charge is about RMB 23.

*Method 2.* Take subway line 10 from Terminal 1/line 2 from Terminal 2, the charge is RMB 3. Then take High-speed rail (HSR) to Hangzhou Railway Station, the charge is about RMB 78 for the second class seat and RMB 124 for the first class seat. You can take a No. B2 bus to Zhejiang GongShang University and the charge is RMB 4. Walk about 480 meters, and then you will reach the hotel.

### **NO.2 From Shanghai Pudong International Airport to Zhejiang Braim International Hotel**

*Method 1.* Take Airport Line One to Shanghai Hongqiao International Airport, the charge is RMB 30. Then act like NO.1 situation, you will reach the destination.

*Method 2.* Take a taxi directly to Shanghai Hongqiao railway station, the charge is about RMB 200 in the daytime and RMB 260 at night, the distance is about 57 kilometers. Then act like NO.1 situation, you will reach the destination.

### **NO.3 From Hangzhou International Airport to Zhejiang Braim International Hotel**

*Method 1.* Take a taxi directly, the charge is about RMB 110 for about 37 kilometers.

*Method 2.* Take airport express to the terminus in Wu Lin Men, the charge is RMB 20. Then take a taxi, the charge is about RMB 15.

### **NO.4 From Hangzhou Railway Station to Zhejiang Braim International Hotel**

*Method 1.* Take a taxi directly, the charge is about RMB 30 for about 13 kilometers.

*Method 2.* Take a No. B2 bus to Zhejiang GongShang University, the charge is RMB 4. Then walk about 480 meters, you will reach the hotel.

### **NO.5 From Hangzhou South Railway Station to Zhejiang Braim International Hotel**

*Method 1.* Take a taxi directly, the charge is about RMB 80 for about 28.8 kilometers.

*Method 2.* Take a No. 537 bus to the Wu Lin Square stop, the charge is RMB 4. Walk to Municipal Building bus stop to transfer No. 57 bus to Baoting Alley, the charge is RMB 1. Walk about 250 meters, and then you will reach the hotel.

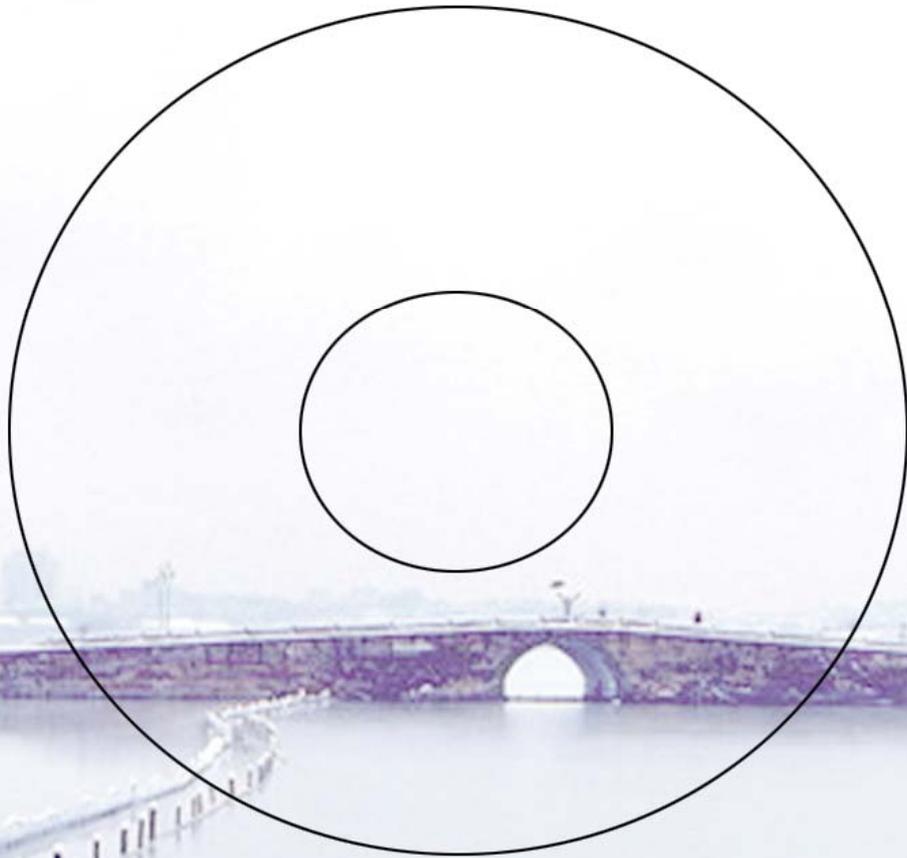
## ***Meal Arrangement***

<b>Date</b>	<b>Time</b>	<b>Meal</b>	<b>Location</b>	<b>Comments</b>
Sep. 9th	06:30-07:30	Breakfast	Chinese Restaurant, 3rd Floor	Buffet
	11:20-12:00	Lunch	Banquet Hall, The People's Hall of Zhejiang Province	Round Table
	19:00	Welcome Dinner	Banquet Hall, 3rd Floor	Round Table
Sep. 10th	06:30-08:00	Breakfast	Chinese Restaurant, 3rd Floor	Buffet
	12:00-14:00(ICEBE) 12:30-14:00(CEC)	Lunch	Chinese Restaurant, 3rd Floor	Buffet
	18:00	Banquet	Banquet Hall, 3rd Floor	Round Table
Sep. 11th	06:30-08:30	Breakfast	Chinese Restaurant, 3rd Floor	Buffet
	11:30-13:00	Lunch	Restaurant in Alibaba Headquarter	

## ***Transportation***

<b>Date</b>	<b>Time</b>	<b>Route</b>	<b>Pick-up Location</b>
Sep. 9th	07:45	Zhejiang Braim International Hotel → The People's Hall of Zhejiang Province	Lobby of Zhejiang Braim International Hotel
Sep. 9th	18:00	The People's Hall of Zhejiang Province → Zhejiang Braim International Hotel	Parking Lot of The People's Hall of Zhejiang Province
Sep. 11th	08:45	Zhejiang Braim International Hotel → Alibaba Headquarter	Lobby of Zhejiang Braim International Hotel
Sep. 11th	13:15	Alibaba Headquarter → Zhejiang Braim International Hotel	Parking Lot of Alibaba Headquarter

***The CD***





**Organizers:**



**Undertakers:**

