1.	Record Nr.	UNINA9910483008303321
	Titolo	E-Commerce and Web Technologies : 8th International Conference, EC-Web 2007, Regensburg, Germany, September 3-7, 2007, Proceedings / / edited by Giuseppe Psailla, Roland Wagner
	Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2007
	ISBN	3-540-74563-7
	Edizione	[1st ed. 2007.]
	Descrizione fisica	1 online resource (XIII, 234 p.)
	Collana	Information Systems and Applications, incl. Internet/Web, and HCI, , 2946-1642 ; ; 4655
	Disciplina	658.872
	Soggetti	Electronic commerce
		Computer science
		Application software
		Computers and civilization
		Information technology - Management
		Data mining
		e-Commerce and e-Business
		Computer Science
		Computer and Information Systems Applications
		Computers and Society
		Computer Application in Administrative Data Processing
		Data Mining and Knowledge Discovery
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Bibliographic Level Mode of Issuance: Monograph
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Security and Privacy -- A Secure Payment Protocol for Restricted Connectivity Scenarios in M-Commerce -- Using WPKI for Security of Web Transaction -- X?PPX: A Lightweight Framework for Privacy Preserving P2P XML Databases in Very Large Publish-Subscribe Systems -- Profiling and Customer Behaviour -- Usability Analysis Framework Based on Behavioral Segmentation -- Photo-Based User Profiling for Tourism Recommender Systems -- Examining the Relationship Between Individual Characteristics, Product Characteristics, and Media Richness Fit on Consumer Channel Preference -- Evaluation of E-Commerce

Impact -- An Investigation into E-Commerce Adoption Profile for Small and Medium-Sized Enterprises in Bury, Greater Manchester, UK -- Analysis of Mobile and Pervasive Applications from a Corporate Investment Perspective -- Recommender Systems and E-Negotiations -- Online Shopping Using a Two Dimensional Product Map -- Impact of Relevance Measures on the Robustness and Accuracy of Collaborative Filtering -- Capturing Buying Behaviour Using a Layered User Model -- Building Business Relationships with Negotiation -- Web Services -- Structural and Semantic Similarity Metrics for Web Service Matchmaking -- Providing Methodological Support to Incorporate Presentation Properties in the Development of Web Services -- E-Commerece and Organizations -- A Model of IT Evaluation Management: Organizational Characteristics, IT Evaluation Methodologies, and B2BEC Benefits -- Linking M-Business to Organizational Behavior Levels – A Mobile Workforce Centered Research Framework -- Web Marketing -- Prediction of Keyword Auction Using Bayesian Network -- Analyzing the Influence of Websites Attributes on the Choice of Newspapers on the Internet -- Impact of Web Experience on e-Consumer Responses -- A Framework for DefiningFashion Effect in Electronic Commerce Environments -- EC Technology -- DRLinda: A Distributed Message Broker for Collaborative Interactions Among Business Processes -- Object-Based Interactive Video Access for Consumer-Driven Advertising.

Sommario/riassunto	This book constitutes the refereed proceedings of the 8th International Conference on Electronic Commerce and Web Technologies, EC-Web 2007, held in Regensburg, Germany, September 3-7, 2007 in conjunction with Dexa 2007. The 22 revised full papers presented were carefully reviewed and selected from 67 submissions. The papers are organized in topical sections on recommender systems, business process / design aspects, mobile commerce, security and e-payment, Web services computing / semantic Web, e-negotiation and agent mediated systems, and issues in Web advertising.