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Nota di contenuto	Session 1 – Security in E-Commerce -- Secure Communication between Web Browsers and NFC Targets by the Example of an e-Ticketing System -- A Light Number-Generation Scheme for Feasible and Secure Credit-Card-Payment Solutions -- Session 2 – Social Aspects of E-Commerce -- Online Privacy: Measuring Individuals' Concerns -- Analysing the Key Factors of Web Design: A Heuristic Evaluation -- Session 3 – Business Process and EC Infrastructures -- Service Architecture Design for E-Businesses: A Pattern-Based Approach -- An Event-Based Model for the Management of Choreographed Services -- A Matchmaking Architecture to Support Innovation by Fostering Supply and Demand of Venture Capital -- Session 4 – Recommender Systems and E-Negotiations -- Using Expressive Dialogues and Gradient Information to Improve Trade-Offs in Bilateral Negotiations -- Towards an Interdisciplinary Framework for Automated Negotiation -- Bargaining Power in Electronic Negotiations: A Bilateral Negotiation Mechanism -- Solution Architecture for Visitor Segmentation and Recommendation Generation in Real Time -- Session 5 – Web Marketing and User Profiling -- Effects of Cultural Background on Internet Buying Behaviour: Towards a Virtual Global Village? -- Evolutionary Prediction of Online Keywords Bidding -- Web Behaviormetric User Profiling Concept.

This book constitutes the refereed proceedings of the 9th International Conference on Electronic Commerce and Web Technologies, EC-Web 2008, held in Turin, Italy, in September, 2008 in conjunction with Dexa 2008. The 12 revised full papers presented together with 2 invited papers were carefully reviewed and selected from numerous submissions. The papers are organized in five topical sessions on security in e-commerce, social aspects of e-commerce, business process and EC infrastructures, recommender systems and e-negotiations, and Web marketing and user profiling.
