

1. Record Nr.	UNINA9910484259703321
Titolo	E-Commerce and Web Technologies : 9th International Conference, EC-Web 2008 Turin, Italy, September 3-4, 2008, Proceedings // edited by Giuseppe Psaila, Roland Wagner
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2008
ISBN	3-540-85717-6
Edizione	[1st ed. 2008.]
Descrizione fisica	1 online resource (XII, 148 p.)
Collana	Information Systems and Applications, incl. Internet/Web, and HCI, , 2946-1642 ; ; 5183
Disciplina	658.84
Soggetti	Computer engineering Computer networks Data mining Computer science Application software Computers and civilization Information technology - Management Computer Engineering and Networks Data Mining and Knowledge Discovery Theory of Computation Computer and Information Systems Applications Computers and Society Computer Application in Administrative Data Processing
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	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.

Sommario/riassunto

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.
