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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.

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.

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Autore	Wenkel Christian
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Nota di contenuto	Intro -- TABLE OF CONTENT -- CONTRIBUTOR BIOGRAPHIES -- LIST OF ABBREVIATIONS -- INTRODUCTION -- PART I THE EMERGENCE OF A EUROPEAN PUBLIC SPHERE ON ENVIRONMENTAL ISSUES -- CHAPTER 1. THE FIRST INTERNATIONAL CONGRESS FOR THE PROTECTION OF LANDSCAPES: A EUROPEAN CONVERGENCE? Charles-François Mathis -- CHAPTER 2. THE HISTORICAL ROOTS OF THE EUROPEAN CULTURE OF CATASTROPHES François Walter -- CHAPTER 3. EUROPE AND CHERNOBYL: CONTESTED LOCALISATIONS OF THE ACCIDENT'S ENVIRONMENTAL, POLITICAL, SOCIAL AND CULTURAL IMPACT Karena Kalmbach -- CHAPTER 4. THE WESTERN EUROPEAN PUBLIC SPHERE AND

THE ENVIRONMENT IN EASTERN EUROPE DURING THE COLD WAR: BETWEEN MODEL, UTILISATION AND DENUNCIATION Michel Dupuy -- PART II THE SHAPING AND USE OF THE EUROPEAN PUBLIC SPHERE ON ENVIRONMENTAL ISSUES: ABOUT THE INFLUENCE OF TRANSNATIONAL ACTIVISTS AND MOVEMENTS -- CHAPTER 5. THE IMPACT OF EAST GERMAN NATURE CONSERVATIONISTS ON THE EUROPEAN ENVIRONMENTAL CONSCIOUSNESS IN THE TWENTIETH CENTURY. Astrid Mignon Kirchhof -- CHAPTER 6. WETLANDS OF PROTEST. SEEKING TRANSNATIONAL TRAJECTORIES IN HUNGARY'S ENVIRONMENTAL MOVEMENT Daniela Neubacher -- CHAPTER 7. TOWARDS A 'EUROPE OF STRUGGLES'? THREE VISIONS OF EUROPE IN THE EARLY ANTI-NUCLEAR ENERGY MOVEMENT 1975-79 Andrew Tompkins -- CHAPTER 8. ENTERING THE EUROPEAN POLITICAL ARENA, ADAPTING TO EUROPE: GREENPEACE INTERNATIONAL 1987-1993. Liesbeth van de Grift, Hans Rodenburg and Guus Wieman -- PART III. FROM A PUBLIC TO A POLITICAL SPHERE: THE ROLE OF GREEN PARTIES AND PARLIAMENTARY ACTIVITY IN SETTING AN ENVIRONMENTAL AGENDA -- CHAPTER 9. THE DEVELOPMENT OF GREEN PARTIES IN EUROPE: OBSTACLES AND OPPORTUNITIES 1970-2015 Emilie van Haute -- CHAPTER 10. WILL EUROPE EVER BECOME 'GREEN'? THE GREEN PARTIES' PRO-EUROPEAN AND FEDERALIST TURNING POINT SINCE THE 1990s Giorgio Grimaldi. CHAPTER 11. A TOUCH OF GREEN AMID THE GREY. EUROPE DURING THE FORMATIVE PHASE OF THE GERMAN GREENS FROM THE 1970s TO THE 1980s: BETWEEN REJECTION AND REFORMULATION Silke Mende -- CHAPTER 12. ENERGY AND THE ENVIRONMENT IN PARLIAMENTARY DEBATES IN THE FEDERAL REPUBLIC OF GERMANY, UNITED KINGDOM AND FRANCE FROM THE 1970s TO THE 1990s Eva Oberloskamp -- PART IV. EUROPEANISING ENVIRONMENTAL POLICIES FROM BELOW? -- CHAPTER 13. RESPONDING TO THE EUROPEAN PUBLIC? PUBLIC DEBATES, SOCIETAL ACTORS AND THE EMERGENCE OF A EUROPEAN ENVIRONMENTAL POLICY Jan-Henrik Meyer -- CHAPTER 14. THE MAJOR STAGES IN THE CONSTRUCTION OF EUROPEAN ENVIRONMENTAL LAW Sophie Baziadoly -- CHAPTER 15. MULTI-LEVEL LEARNING: HOW THE EUROPEAN UNION DRAWS LESSONS FROM WATER MANAGEMENT AT THE RIVER BASIN LEVEL. Marjolein van Eerd and Duncan Liefferink -- CHAPTER 16. ENVIRONMENTAL PROTECTION AND THE EVOLUTION OF THE FRENCH AND GERMAN ENERGY SYSTEMS FROM 1973 TO THE 2000s Christopher Fabre -- CHAPTER 17. TRAJECTORIES OF EUROPEAN ENVIRONMENTAL GOVERNANCE SINCE THE 1970s Anthony R. Zito -- INDEX -- Blank Page -- Blank Page.

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Addressing the methodological challenge of a European perspective on a transnational subject - one that is commonly distorted by a national prism - this volume shows how perceptions of the environment are increasingly converging and how these convergences of views across political or linguistic borders run exert an influence not only on political debates but also on political decisions across Europe.