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	Soggetti	Computer science
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	Nota di contenuto	Recommender Systems -- Using Attributes to Improve Prediction Quality in Collaborative Filtering -- Using Association Analysis of Web Data in Recommender Systems -- An Intelligent System for Personalized Advertising on the Internet -- Supporting User Query Relaxation in a Recommender System -- Databases and EC Applications -- Accelerating Database Processing at e-Commerce Sites -- Optimized Query Delivery in Distributed Electronic Markets -- Uniform Access to Data in Workflows -- Service-Oriented e-Commerce

Applications -- Formal Verification of BPEL4WS Business Collaborations -- Seamless Federation of Heterogeneous Service Registries -- A Survey of Public Web Services -- Electronic Negotiation Systems -- Protocols for Electronic Negotiation Systems: Theoretical Foundations and Design Issues -- Implementing Complex Market Structures with MetaMarkets -- Evaluation of an Online Multidimensional Auction System: A Computer Simulation Investigation -- Electronic Negotiations – A Generic Approach with Action Systems -- Security and Trust in e-Commerce -- Interaction Trust Evaluation in Decentralized Environments -- Towards a Privacy Preserving e-Commerce Protocol -- Using Recoverable Key Commitment to Defend Against Truncation Attacks in Mobile Agents -- Techniques for B2B e-Commerce -- OCL-Constraints for UMM Business Collaborations -- Use and Extension of ebXML Business Profiles for Textile/Clothing Firms -- A Framework for Multilingual Electronic Data Interchange -- Negotiation Strategies and Protocols -- An Analysis of Bidding Activity in Online Auctions -- Negotiating over Bundles and Prices Using Aggregate Knowledge -- A Model for Multi-party Negotiations with Majority Rule -- Modeling of e-Commerce Applications -- Analysis of Mobile Business Processes for the Design of Mobile Information Systems -- Enriching Conceptual Modeling of XML-Aware Adaptive Web Systems with Object-Oriented Constructs and UML Diagrams -- Modelling Content Aggregation for Developing e-Commerce Web Sites -- e-Commerce Intelligence -- On the Use of Bipolar Scales in Preference–Based Recommender Systems -- Applying Text Mining on Electronic Messages for Competitive Intelligence -- Web Page Ranking Based on Events -- e-Retailing and Web Site Design -- A Personalized Offer Presentation Scheme for Retail In-Store Applications -- Combining Usage, Content, and Structure Data to Improve Web Site Recommendation -- Towards a Multidimensional Model for Web-Based Applications Quality Assessment -- Structuring Web Sites Using Linear Programming -- DRM and EC Strategies -- Use of Semantic Tools for a Digital Rights Dictionary -- The Role of Electronic Commerce in Determining Desirable Customer Relationship Outcomes -- Value Based Management and Strategic Planning in e-Business.

Sommario/riassunto

We welcome you to the proceedings of the 5t International Conference on E- CommerceandWebTechnology(EC-Web2004) heldinconjunctionwithDEXA 2004 in Zaragoza, Spain. This conference, ?rst held in Greenwich, United Ki- dom in 2000, now is in its ?fth year and very well established. As in the four previous years, it served as a forum to bring together researchersfrom academia and commercial developers from industry to discuss the current state of the art in e-commerce and Web technology. Inspirations and new ideas emerged from intensive discussions during formal sessions and social events. Keynote addresses, research presentations and discussions during the c- ference helped to further develop the exchange of ideas among the researchers, developers and practitioners present. The conference attracted 103 paper submissions and almost every paper was reviewed by three program committee members. The program committee - lected 37 papers for presentationand publication, a task which was not easy due to the high quality of the submitted papers. We would like to express our thanks to our colleagues who helped with putting together the technical program: the program committee members and external reviewers for their timely and rigorous reviews of the papers, and the organizing committee for their help in the administrative work and support. We owe special thanks to Gabriela Wagner, Mirella Köster, and Birgit Hauer for their helping hands concerning the administrative and organizational tasks of this conference. Finally,

wewouldliketothankalltheauthorswhosubmittedpapers,authors who presented papers, and the participants who together made this conference an intellectually stimulating event through their active contributions.