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Soggetti	Computer science E-commerce Application software Computers and civilization Information storage and retrieval Popular Computer Science e-Commerce/e-business Information Systems Applications (incl. Internet) Computers and Society Computer Appl. in Administrative Data Processing Information Storage and Retrieval
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Recommender System 1 -- Map-Based Recommendation of Hyperlinked Document Collections -- Web User Segmentation Based on a Mixture of Factor Analyzers -- A Hybrid Similarity Concept for Browsing Semi-structured Product Items -- Recommender Systems 2 -- A Preference-Based Recommender System -- Enhanced Prediction Algorithm for Item-Based Collaborative Filtering Recommendation -- Persuasive Online-Selling in Quality and Taste Domains -- Business Process / Design Aspects -- Proviado – Personalized and Configurable Visualizations of Business Processes -- Service-Oriented Data and

Process Models for Personalization and Collaboration in e-Business --
A Framework for Raising Collaboration Levels on the Internet --
Designing Volatile Functionality in E-Commerce Web Applications --
Mobile Commerce -- Design of Ubiquitous Referral Marketing: A
Business Model and Method -- Pre-service and Post-transcoding
Schema for an Adaptive PC to Mobile Web Contents Transcoding
System -- Context-Aware Recommendation Service Using Multi-leveled
Information in Mobile Commerce -- Security and E-Payment --
Attribute-Based Authentication and Authorisation Infrastructures for E-
Commerce Providers -- Seamlessness and Privacy Enhanced Ubiquitous
Payment -- CerTicket Solution: Safe Home-Ticketing Through Internet
-- Web Services Computing / Semantic Web -- Efficient Invocation of
Web Services Using Intensional Results -- On Distributed Service
Selection for QoS Driven Service Composition -- RLinda: A Petri Net
Based Implementation of the Linda Coordination Paradigm for Web
Services Interactions -- E-Negotiation and Agent Mediated Systems --
Making Informed Automated Trading a Reality -- An Analysis of Service
Trading Architectures -- An Ontological Approach for Translating
Messages in E-Negotiation Systems -- Issues in Web Advertising --
Detecting Frauds in Online Advertising Systems -- An Improved Web
System for Pixel Advertising.

Sommario/riassunto

We welcome you to the 7th International Conference on E-commerce and Web Technologies (EC-Web 2006) held in Krakow, Poland, in conjunction with DEXA 2006. This conference was organized for the first time in Greenwich, UK, in 2000, and it has been able to attract an increasing number of participants and interest, reflecting the progress made in the field. As in the previous years, EC-Web 2006 served as a forum bringing together researchers from academia and practitioners from industry to discuss the current state of the art in e-commerce and Web technologies. Inspiration and new ideas emerged from intensive discussions that took place during the keynote address, the formal sessions and the social events. The conference attracted 88 paper submissions and each paper was reviewed by three Program Committee members. The Program Committee selected 24 papers for presentation and publication (an acceptance and publication rate of 27%). We have to confess that this task was not that easy due to the high quality of the submitted papers. We would like to express our thanks to our colleagues who helped put 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 for her helping hand concerning the administrative and organizational tasks of this conference.
