

ICEB

The 9th International Conference on Electronic Business



Date: November 30 - December 4, 2009 (Mon - Fri)
Venue: Wynn Macau, Macau

For conference details, please visit the official website: <http://dse.baf.cuhk.edu.hk/iceb/>



Department of Decision Sciences and Managerial Economics
The Chinese University of Hong Kong

The Ninth International Conference on Electronic Commerce (ICEB)
November 30 – December 4, 2009
Wynn Macau • Macau

CONFERENCE REGISTRATION FORM

To register for the conference, please send the completed form by fax to:

Ms. Elaine Chu, Secretary, ICEB 2009, Department of Decision Sciences and Managerial Economics, CUHK
Telephone: (852) 2609 8556 ♦ Fax: (852) 2603 5104 ♦ Email: iceb2009@cuhk.edu.hk

Mr. Mrs. Ms. Dr. Prof.	Last name
First name	
Position	
Department	
Organization/Affiliation	
Address 1	
Address 2	
City	State Province
Country	Zip Postal Code
Telephone (<input type="checkbox"/> Home <input type="checkbox"/> Business)	Fax
Mobile (Optional)	
Email	

Registration fee includes Monday's reception, Tuesday's, Wednesday's luncheons and dinners, and proceedings. (Exchange Rate: 1 USD = 7.8 HKD)		
Registration fee	US\$380 each (equivalent to HK \$2964)	
After October 10, 2009 (Late)	US\$430 each (equivalent to HK \$3354)	
Total		

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For hotel booking, please visit the following website: http://dse.baf.cuhk.edu.hk/iceb/hotel_accommodations.html/

Call for Papers
The 9th International Conference on Electronic Business
(ICEB 2009)

Theme: Ubiquitous e-Services in Digital Society
November 30 – December 4, 2009
Wynn Macau, Macau

The growth of the Internet has pushed the wave of e-Business adoption to all walks of life. In the past annual conference, we have looked into e-Business issues from many different aspects including logistics, supply chain, mobile commerce, globalization, Web 2.0 and others. In light of the movement of technology adoption in our society, the attention this year is moving toward ubiquitous e-Services in digital society. The aim of the 9th International Conference on Electronic Business (ICEB 2009) is to foster the exchanges of research findings, innovative ideas and industrial practices in the area of e-Society, e-Life, and e-Business.

All submitted papers will be reviewed using the double-blind method. The papers accepted for presentations at the conference will be further evaluated for possible submission to the following journals collaborating with our conference.

The Journal Special Issues designated to this conference include:

- **Special issue in *Information & Management (I&M)* listed in SSCI**
- **Special issue in *International Journal of Electronic Commerce (IJEC)* listed in SSCI**
- **Special issue in *International Journal of Electronic Business (IJEB)* listed in EI**

Organizer:

The Chinese University of Hong Kong, Hong Kong

Conference Website: <http://ise.baf.cuhk.edu.hk/iceb/>

Conference Co-Chairs:

- Waiman Cheung, The Chinese University of Hong Kong, Hong Kong
- Timon C. Du, The Chinese University of Hong Kong, Hong Kong

Conference Program Chair:

- Vincent Lai, The Chinese University of Hong Kong, Hong Kong

Organizing Committee:

- Paul Alpar, Philips-Universitaet Marburg, Germany
- James Ang, National University of Singapore, Singapore
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- Litina Huang, Fudan University, China
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- Vincent Lai, The Chinese University of HK, Hong Kong
- Dong Li, Peking University, China
- J. K. Lee, KAIST, Korea
- Ting-Peng Liang, City University of HK, Hong Kong
- Baoding Liu, Beijing Tsinghua University, China
- Holger Luczak, Aachen University of Technology, Germany
- Marjatta Maula, Tampere University of Technology, Finland
- Siriluck Rotchanakittummai, Thammasat University, Thailand
- Ravi Seethamraju, The University of Sydney, Australia
- Chee Chuong Sum, National University of Singapore, Singapore
- Sophia Wang, Taiwan Dong Hwa University, Taiwan
- D. J. Wu, Georgia Institute of Technology, USA
- David C. Yen, Miami University, USA
- Hong Zhou, Beihang University, China
- Jinlong Zhang, Huazhong University of Science and Technology, China
- PengZhu Zhang, Shanghai Jiao Tong University, China

Deadline for Submitting Papers or Abstracts: July 30, 2009

Notification of Acceptance: August 15, 2009

Camera-ready Papers: October 15, 2009

For more information about the conference, please contact Ms. Elaine Chu, Secretary, ICEB 2009
Department of Decision Sciences and Managerial Economics, The Chinese University of Hong Kong, Hong Kong
Tel. 852-2609-8556 Fax: 852-2603-5104 E-mail: iceb2009@cuhk.edu.hk

Conference Tracks and Track Chairs:

Business Process Management and Enterprise Systems	Professor Ravi Seethamraju, University of Sydney
Case-Study in e-Health	Professor Irene Wang, Chung Gung University
Collaborative Commerce	Professor James Chin-Tam Lee, Taiwan Sun Yat-Sen University
Customer Relationship Management	Professor Shin-Yuan Hung, Taiwan Chung Cheng University
Data Mining and Warehousing	Professor Indranil Bose, The University of Hong Kong
Decision Support Systems	Professor Lee Schlenker, Ecole de Management de Lyon
Digital Media for the Provision of Contents and Learning	Professor Namjae Cho, Hanyang University
e-Business and Entrepreneurship	Professor Ping Yi Chao, Taiwan Sun Yat-Sen University
e-Commerce: Theory and Applications Development	Professor David C. Yen, Miami University
e-Communities	Professor Zhang Cheng, Fudan University
e-Government	Professor PengZhu Zhang, Shanghai Jiaotong University
Enterprise e-Services Architectures and Service Innovations and Strategies	Professor Hsin-Lu Chang, Taiwan Chengchi University
Enterprise Resources Planning	Professor Gilbert Babin, HEC Montreal Business School
Information Management	Professor Jinlong Zhang, Huazhong University of Science and Technology
Information Management and Decision Support for Advanced Manufacturing Systems	Professor Hong Zhou, Beihang University
Information Security	Professor Ming Dar Hwang, Tamkang University
Innovation in e-Business	Professor Kung-Jen Wang, Taiwan University of Science and Technology
Interactive TV Service	Professor Rua-Huan Tsah, Taiwan Chengchi University
Internet Security and Privacy	Professor Kanliang Wang, Xi'an Jiaotong University
IT Outsourcing	Professor Sophia Wang, Taiwan Dong Hwa University
Knowledge Management	Professor Jao-Hong Cheng, Taiwan University of Science and Technology
Knowledge Management	Professor Ting-Peng Liang, City University of Hong Kong
Mobile Commerce	Professor Patrick Chau, The University of Hong Kong
Operations Strategy for e-Commerce	Professor Benjamin Yen, The University of Hong Kong
Personalized, Mobile and Ubiquitous e-Service	Professor Siriluck Rotchanakittummai, Thammasat University
Production and Logistics System Optimization	Professor Weiguo Fang, Beihang University
SCM & e-Logistics	Professor Wenyth Lee, Chang Gung University
Service Innovation and Strategy	Professor Rebecca Yen, Taiwan Tsing Hua University
Supply Chain Integration	Professor Xiande Zhao, The Chinese University of Hong Kong
Uncertainty Management	Professor Baoding Liu, Beijing Tsinghua University
Virtual Community	Professor Ludwig Chang, Hong Kong Baptist University
Web Intelligence	Professor Chris Yang, Drexel University
Web Intelligence	Professor Michel de Rougemont, University Paris II and CNRS LRI
Web Intelligence	Professor Philips Fu-Le Wang, City University of Hong Kong
Case Study in e-Society	Calling for track chairs
Intelligent Agent and Data Mining Technologies	
Process Reengineering & Redesign	