

Lecture Notes in Business Information Processing

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Christian Huemer
Thomas Setzer (Eds.)

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Proceedings

Volume Editors

Christian Huemer

Vienna University of Technology

Institute of Software Technology and Interactive Systems

Business Informatics Group (BIG)

Favoritenstr. 9 - 11 / 188-3

1040 Vienna, Austria

E-mail: huemer@big.tuwien.ac.at

Thomas Setzer

Technical University Munich

Institute of Computer Science

Decision Sciences and Systems (DSS)

Boltzmannstr. 3

85748 Garching, Germany

E-mail: setzer@in.tum.de

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Message from the General Chairs

We welcome you to the proceedings of the 12th International Conference on Electronic Commerce and Web Technologies—EC-Web 2011—which took place at IRIT, Paul Sabatier University in Toulouse, France from August 29 to September 2, 2011.

EC-Web 2011 provided a platform for researchers and practitioners interested in the theory and practice of e-commerce and Web technologies. In order to address a broad range of topics we invited paper submissions in a number of tracks, each dedicated to a special area in e-commerce. The Recommender Systems Track called for papers on new trends and challenges to support both customers and providers in making better business decisions. The Agent-Based E-Commerce Track sought for trends and concerns on computer systems that are capable of autonomous actions in order to meet their design objectives. The Business Services and Process Management Track put its focus on the alignment of business and IT allowing smoother business operations and business processes. The Semantic E-Business Track was centered around managing knowledge for the coordination of E-business processes through the systematic application of Semantic Web technologies. Finally, the E-Business Architectures Track looked for approaches leveraging Web technologies to implement mission-critical e-business systems.

This year's EC-Web conference joined the success of the previous joint conferences. We were happy to see that our community was still active in sharing their research on future trends in e-commerce and Web technologies. This fact is underpinned by the 60 submissions from authors of 21 countries to the various tracks of the conference. Each submission received at least three review reports from Program Committee members, whereby the reviews were based on four criteria—originality, quality, relevance, and presentation—which resulted in a recommendation of each reviewer. Based on these recommendations the Track Chairs selected 25 papers for publication and presentation at EC-Web 2011. Accordingly, the acceptance rate of EC-Web 2011 was about 41%.

Similar to past conferences, presentations on innovative research results and contributions on a broad range of topics in e-commerce and Web technologies were sought. These presentations were organized in eight sessions:

- Semantic Services
- Business Processes and Services
- Context-Aware Recommender Systems
- Collaborative Filtering and Preference Learning
- Social Recommender Systems
- Innovative Strategies for Preference Elicitation and Profiling
- Intelligent Agents and E-Negotiation Systems
- Agent Interaction and Trust Management

A scientific conference always depends on the volunteer efforts of a large number of individuals. We are grateful that many dedicated persons were willing to join our team. Our special thanks go to our Track Chairs Marco de Gemmis, Birgit Hofreiter, Jörg Leukel, Fernando Lopes, and Pasquale Lops who nominated a prestigious Program Committee with members from all over the globe. We are grateful to the members of this Program Committee who devoted a considerable amount of their time in reviewing the submissions to EC-Web 2011.

We were privileged to work together with highly motivated people to arrange the conference and to publish these proceedings. We appreciate all the tireless support by the Publicity Chair Christian Pichler for announcing our conference on various lists. Special thanks go to Amin Anjomshoaa who was always of great help in managing the conference submission system. Last, but not least, we want to express our thanks to Gabriela Wagner who dedicated hours and hours in making EC-Web 2011 a success. Not only was she always of great help in solving organizational matters, but she also maintained the EC-Web 2011 Website and was responsible for the compilation of all the papers in the proceedings.

We hope that you will find these proceedings a valuable source of information on E-Commerce and Web technologies.

June 2011

Christian Huemer
Thomas Setzer

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Thomas Setzer	Technische Universität München, Germany

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Christian Huemer	Vienna University of Technology, Austria
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Track: Semantic E-Business

Jörg Leukel	University of Hohenheim, Germany
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Track: Business Services and Process Management

Birgit Hofreiter	University of Liechtenstein, Liechtenstein
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Pasquale Lops	University of Bari “Aldo Moro”, Italy

Track: Agent-Based E-Commerce

Fernando Lopes	National Research Institute, Portugal
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