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Preface

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Welcome Message from Conference Chairs

On behalf of the organizing committee, we would like to welcome you to The Ninth International Conference on Electronic Business (ICEB 2009). The Department of Decision Sciences and Managerial Economics is proud of organizing this conference jointly with Li & Fung Institute of Supply Chain Management and Logistics, The Chinese University of Hong Kong and Faculty of Management and Administration, Macau University of Science and Technology. This is the third time The Chinese University of Hong Kong hosting the conference. However, this is the first time we are hosting a conference in Macau, a southern Chinese city with a lot of Portuguese accents. We have dedicated to this conference as usual and hoping you can enjoy it.

ICEB 2009 is an annual event supported by the International Consortium for Electronic Business that was initiated by The Chinese University of Hong Kong, Hong Kong; National Chiao Tung University, Taiwan; Tsinghua University, China; and National University of Singapore, Singapore in year 2000. The Consortium aims to be the leading forum for e-business knowledge and education in the world.

The aim of the conference is to foster the exchanges of research findings, innovative ideas and industrial practices in the area of e-business with special emphasis on “Ubiquitous e-Services in Digital Society”, since the growth of Internet has pushed the wave of e-Business adoption to all walks of life. ICEB 2009, has more than 160 papers submitted and we select around 140 papers to be included in the conference proceedings. The topics include Business Intelligence, Customer Relationship Management, e-Commerce: Theory and Applications Development, Information Management, Information Security, Interactive TV Service, Mobile Commerce, Service Innovation and Strategy, Virtual Community and others. We certainly hope this conference can provide a platform for exchanging findings and issues in e-business.

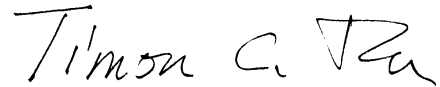
The conference would not be successful without your participations and dedications of many colleagues. We would like to express our sincere appreciation for the support of Faculty of Business Administration, Chung Chi College, Li & Fung Institute of Supply Chain Management and Logistics, The Chinese University of Hong Kong and Faculty of Business Administration, Macau University of Science and Technology for sponsoring and co-organizing this event. We would like to thank Professor Vincent Lai for the great effort on serving as the program chair, Professors Mika Hannula, Ravi Seethamraju, Irene Wang, Ja-Shen Chen, James Chin-Tarn Lee, Shin-Yuan Hung, Indranil Bose, Lee Schlenker, Namjae Cho, Ping Yi Chao, David C. Yen, She-I Chang, George Lin, Zhang Cheng, PengZhu Zhang, Hsin-Lu Chang, Gilbert Babin, Jinlong Zhang, Hong Zhou, Ming Dar Hwang, Kung-Jen Wang, Rua-Huan Tsaih, Kanliang Wang, Sophia Wang, Jao-Hong Cheng, Ting-Peng Liang, Patrick Chau, Benjamin Yen, Siriluck Rotchanakitumnuai, Ziqi Liao, Weiguo Fang, Wenyih Lee, Rebecca Yen, Anming Zhang, Xiande Zhao, Baoding Liu, Ludwig Chang for serving as the track chairs, Professor Eldon Y. Li for the support from International Consortium for Electronic Business, and many colleagues for serving as international committee members. Last but not least, we like to thank our colleagues who dedicate to the conference, including Elaine Chu, Maggie Leung, Cuby Lee, Ronney Chim, Joanna Choi, Xiaowei Chen and many others.

We sincerely hope you can enjoy the hospitality by Department of Decision Sciences and Managerial Economics, The Chinese University of Hong Kong, during your stay in Macau.

Conference Co-Chairs



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