E-business Technology and Strategy

International Conference, CETS 2010
Ottawa, Canada, September 29-30, 2010
Proceedings
Preface

The International Conference on E-business Technology & Strategy (CETS) provides a peer-reviewed forum for researchers from across the globe to share contemporary research on developments in the fields of e-business, information technology and business strategy. It seeks to promote effective and vibrant networking among researchers and practitioners from around the world who are concerned about the effective management of information technology in organizations.

This network of researchers views fostering the development of emerging scholars in the information technology and e-business fields as its primary task. Consequently the conference is designed to provide a venue for researchers to get substantive and beneficial feedback on their work.

There were 134 contributions submitted to CETS 2010. After in-depth discussions, 29 high-quality contributions were selected for publication in this volume. The authors are from Canada, USA, China, Japan, India and Malaysia.

We thank all the authors who submitted papers, the Program Committee members, and the external reviewers. We also thank all the local people who were instrumental in making this edition of CETS another very successful event. In particular, we are very grateful to Ying Xie, who was responsible for the local arrangements. Special gratitude goes to the publishing editor, Leonie Kunz, who managed the complexity of information and communication aspects. Furthermore, we thank the many students who volunteered on the organization team, as well as the IT services of Carleton University.

August 2010

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