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Preface

We welcome you to the proceedings of the 14th International Conference on Electronic Commerce and Web Technologies—EC-Web 2013—which took place in Prague, Czech Republic, during August 27–28, 2013.

The series of EC-Web conferences provides a platform for researchers and practitioners interested in the theory and practice of e-commerce and Web technologies. In 2013, EC-Web focused on the following topics:

**Recommender systems.** Recommender and business intelligence systems supporting both the customer and the provider in making better business decisions is still a challenging issue.

**Semantic e-business.** Managing knowledge for the coordination of e-business processes through the systematic application of Semantic Web technologies is the focus of semantic e-business. It builds on Semantic Web technologies, knowledge management and e-business processes. Challenges address the conceptualization of how e-business related knowledge is captured, represented, shared, and processed by humans and intelligent software.

**Business services and process management.** Business services focus on the alignment of business and IT allowing smoother business operations and business processes. This also allows for more effective business process management approaches concerning the design, modeling, execution, monitoring, and optimization of business process life cycles.

**Agent-based e-commerce.** Agents are computer systems situated in an environment and capable of autonomous action to meet their design objectives.

We were happy to see that our community was still active in contributing to the body of knowledge on future trends in e-commerce and Web technologies. Accordingly, we received 43 submissions from authors of 24 countries addressing the EC-Web topics mentioned above. 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, we selected 13 full papers for publication and presentation at EC-Web 2013. Accordingly, the acceptance rate of EC-Web 2013 for full papers was about 30%. In addition, these proceedings include seven short papers that were also presented at EC-Web 2013.

These accepted papers were organized in six sessions:

- EC-Web Opening Session
- Semantic Services and Agents
- Business Processes
- Recommender Systems I, II and III (three sessions)

When organizing a scientific conference, one always has to count on the e?orts of many volunteers. We are grateful to the members of the Program Committee
who devoted a considerable amount of their time in reviewing the submissions to EC-Web 2013.

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 Chairs Cataldo Musto from University of Bari Aldo Moro and Christian Pichler from TU Vienna 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 countless hours in making EC-Web 2013 a success. Not only was she always of great help in solving organizational matters, but she also maintained the EC-Web 2013 website and was responsible for the compilation of all the papers in the proceedings.

We hope that you find these proceedings a valuable source of information on e-commerce and Web technologies.

August 2013

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