E-Commerce and Web Technologies

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Preface

Welcome to EC-Web 2007, the International Conference on E-commerce and Web Technologies. As in the past 7 years, EC-Web was co-located with DEXA, the International Conference on Database and Expert Systems Applications, and took place in Regensburg, a very beautiful city in the heart of Europe.

This was the eighth edition of EC-Web, and we think that it is now a mature conference. It gained a stable audience and it is considered by several authors as a key conference for publishing their ideas and their work.

The new Chairs, Roland Wagner and Giuseppe Psaila, followed the line of evolution to make the conference even more attractive. In fact, one key feature of EC-Web is the two-fold nature of the conference: it brings together both papers proposing technological solutions for E-commerce and the World Wide Web, and papers concerning management of E-commerce, such as Web marketing, impact of E-commerce on business processes and organizations, analysis of case studies. This year, the new topic of “social aspects” was introduced: in fact, the every-day increasing availability of E-commerce solutions for consumers is causing the rise of new behaviors that must be studied, in order to understand the impact of E-commerce solutions on every-day life and the new opportunities that these new behaviors open.

The second significant change introduced this year was the number of reviewers: the Program Committee was composed of more than 120 reviewers (instead of 60 reviewers in the last edition). This choice was motivated by the wish to provide a better service to authors and improve the quality of the selection process.

The technical program, comprised 22 papers selected among 67 submitted papers, with a selection rate of 32%. The contributions covered several interesting areas, such as security and privacy, Web services, recommender systems, Web marketing, profiling and customer behavior, electronic commerce technology, impact of E-commerce on organizations.

We think the program is interesting and we hope the readers think the same.

June 2007

Giuseppe Psaila
Roland R. Wagner
Organization

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Olaf Zimmerman, IBM Zurich, Switzerland

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