Lecture Notes
in Business Information Processing

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Preface

After the lesson learned during last years and following the successful edition of EC-Web 2009, for its 11th edition EC-Web tried to provide a clearer description of the electronic commerce universe focusing on some relevant topics. The main focus was not only on Internet-related techniques and approaches. The aim of EC-Web 2010 was to also cover aspects related to theoretical foundations of e-commerce, business processes as well as new approaches exploiting recently emerged technologies and scenarios such as the Semantic Web, Web services, SOA architectures, mobile and ubiquitous computing, just to cite a few. Due to their central role in any realistic e-commerce infrastructure, security and privacy issues were widely considered, without excluding legal and regulatory aspects. The choice of the above relevant topics directly reflects the fact that electronic commerce (EC), in the last few years, has changed and evolved into a well-established and founded reality both from a technological point of view and from a scientific one. Nevertheless, together with its evolution, new challenges and topics have emerged as well as new questions have been raised related to many aspects of EC.

Keeping in mind the experience of the last edition of EC-Web, we maintained, for its 11th edition, the structure and the scientific organization of EC-Web 2009, aiming to highlight the autonomous role of the different (sometimes heterogeneous) aspects of EC, without missing their interdisciplinary scope. Thus, we organized the conference into four “mini-conferences,” each for a relevant area of EC and equipped with Area Chairs. Both the submission and the review process reflected the organization into the four tracks, namely: Agent-Based Electronic Commerce (Chairs: Helder Coelho - Fernando Lopes), Service-Oriented E-Commerce and Business Processes (Chair: Florian Daniel), Recommender Systems (Chairs: Marco de Gemmis - Pasquale Lops) and E-Payment, Security and Trust (Chair: Barbara Masucci).

We received a broad spectrum of submissions and we are confident that the papers that were finally selected for publication and presentation contribute to a better understanding of EC issues and possibilities in the Web 2.0 and Web 3.0 eras. We are grateful to all authors for their submissions. All papers were reviewed by at least three reviewers, either members of the Program Committee or external experts in the field. In all, 45 papers were submitted and the Program Committee selected the 22 papers published in this volume. We received submissions from 18 different countries located in four continents, namely, Austria, Australia, Belgium, Canada, France, Germany, Greece, Ireland, Italy, Portugal, Romania, Slovakia, Spain, Taiwan, The Netherlands, Turkey, the UK, and the USA.

The three invited speakers provided a fundamental contribution to the success of the conference. Specifically, Ricardo Baeza-Yates outlined the science and the technology behind Web advertising, while Tommaso Di Noia and Azzurra Ragone presented different semantic-based approaches to matchmaking and negotiation in electronic markets, showing how semantics can lead to a new generation of EC systems.
We wish to thank Track Chairs Helder Manuel Ferreira Coelho, Florian Daniel, Marco de Gemmis, Fernando Lopes, Pasquale Lops and Barbara Masucci for their valuable contribution and support as well as all the Program Committee members of each track and external reviewers. Our thanks also go to Roland Wagner and to Gabriela Wagner for their great support in every single step of the organization. We do not forget Amin Anjomshoaa, who supported us with ConfDriver and changed the system according to our needs, and Leo Iaquinta, Cataldo Musto and Fedelucio Narducci, who served as Web masters and reacted promptly to our requests. We are very grateful to them all.

September 2010

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