(International Conference on Electronic Commerce 2000)

Invitation of ICEC2000

On behalf of the Organizing Committee of the International Conference on Electronic Commerce (ICEC2000), we would like to extend our cordial invitation to you to participate in the ICEC2000 scheduled to be convened during August 21 – 24, at the Sheraton Walker Hill Hotel, Seoul, Korea.

In accordance with the recent trends of the e-commerce which has been drastically advanced and developed in its system and implementation for the contemporary business activities, there have been many venture companies established, some succeed while some failed in the meantime. Thus we are confronting numerous issues and questions with related to e-commerce in everyday social activities.

Therefore, it is most urgent and imperative task for us to establish an academic conference series for not only those professors and researchers of the academy or research institute but also specialists and experts engaged in industrial business field which is closely related to e-commerce.

Consequently, this conference is designed to be a forum where many outstanding research papers will be presented and recent information will be exchanged by world-known scholars and specialists to meet such requirements. Over 500 people, including entrepreneurs, professors, graduate students and journalists from all over the world are expected to participate.

The Organizing Committee is planning to arrange over 30 tutorial sessions with particularly emphasis on timely topics in addition to the technical sessions with broad range of topics. Also very colorful social program with an exotic folklore art performance is planned which will also be remembered for long.

July, 2000

Kock Hwan Shin  
Minister  
Ministry of Commerce, Industry and Energy  
Korea

Jae Kyu Lee  
Korea Advanced Institute of Science and Technology  
Korea

Tae-chang Choi  
Korea Institute for Electronic Commerce  
Korea

Andrew B. Whinston  
University of Texas at Austin  
USA

Beat Schmid  
University of St. Gallen  
Switzerland

Program Summary
Scientific Program

Plenary Speeches (Keynotes Speech)

Monday, August 21

“21C e-Commerce Strategy & Trends”

Companies today realize that becoming an e-business is absolutely essential for their survival. The strategies that companies implement in the next year will determine their success for many years to come. Chief among these strategies is the ability of businesses to use real-time information to make the best possible business decisions. This means implementing and presenting disparate streams of internal and external information coherently to enable companies to make smarter business decisions faster, and to tie their customers, partners and vendors into those decisions.

In this presentation, Mr. Mashruwala will discuss the trends shaping e-commerce in 21st century and strategies that companies need to implement to become successful. He will draw up the experiences of TIBCO Software customers which include Cisco, Yahoo!, Intel, Sun Microsystems, Aruba and hundreds of other companies that utilize TIBCO Software to integrate their supply chains and marketplaces.

Raj Mashruwala
External VicePresident
TIBCO Software Inc.

“Management of e-Business Communities”

Beat Schmid
Professor
University of St. Gallen
Switzerland

“International eBusiness and Common Rules”

Herwig Schloegl
Deputy of Secretary-General
OECD

“e-Marketplace for Manufacturers: A Shipbuilding Experience”

Choong-Hooy Cho
CEO
Hyundai Heavy Industries Co., Ltd.

“DoCoMo’s ‘i-mode’ toward Mobile Multimedia in 3G”

Takagi Kazuhiro
Director
NTT DoCoMo, Inc.
Wednesday, August 23

PS01 09:00 – 10:00

“B2B EC Revolution”

E-commerce evolution and the drive for customization have stimulated a rethinking of the entire supply chain. Instead of negotiated contracts as a basis for the supply chain companies are moving towards an open market place. Using XML based technology and integrated catalog ordering based on posted pricing or placing orders in an auction allow companies to manage inventories to achieve cost effective customization. The presentation will review the state of B2B Commerce and evaluate future directions including the need to introduce new types of market processes. Computational approaches to developing these new markets will be presented and the difficulties of determining prices will be analyzed.

Andrew Whinston
Professor
University of Texas at Austin

PS02 13:20 – 14:20

“Creating e-Biz Success from Failure Lessons”

During the last few months we witnessed an increased number of e-commerce failures, mostly in retailing, but also in B2B and other initiatives. Analysis of case studies of failures identified typical reasons, ranging from incorrect business models to inappropriate market research and order fulfillment systems. This presentation examines numerous cases of failures around the world, identifying patterns and causes for the failures and develops some rules for success.

Efraim Turban
Professor
City University of Hong Kong

Thursday, August 24

PS03 09:00 – 10:00

“e-Commerce & m-Commerce in Europe”

Over the past two years, Europe has seen a rapid acceleration in the development and adoption of new e-commerce solutions and practices. As European businesses, workers and consumers awaken to the opportunities of the digital economy, there is also a growing realization that the transition has barely started and that a vast number of challenges remain to be addressed before potential benefits materialise to the fullest.

This presentation will review recent e-Business developments and trends in Europe, looking at adoption levels as well as recent technological, regulatory and legislative developments. This will be contrasted with situations in the US and Asia. Of particular importance are developments in the area of business-to-business e-commerce and consumer privacy as well as the emergence of mobile wireless e-commerce (“m-commerce”).

Norman Sadeh
Professor
The European Commission
Scientific Program

Tutorials

Tuesday

English Tutorials (3 hours each)

TET01 An Introduction to e-Supply Chain Management
Norman M. Sadeh (Carnegie Mellon University & The European Commission)
Chair: Soong Ryong Yee, Hankuk University of Foreign Studies
The advent of the Internet economy is bringing about rapid changes in the way in which companies operate and interact across the supply (value) chain. Traditional supply chain partnerships are giving way to new practices where supply chain partners are dynamically identified in response to constantly changing and increasingly customized market requirements. New electronic marketplaces are emerging almost every day that make it possible for companies once limited to a small number of business partners to select among an ever-broader range of customers and suppliers.
This tutorial provides an introduction to new Internet-enabled supply chain ("e-supply chain") management practices. It covers new business models associated with e-supply chain management, drawing on a number of practical examples, as well as the new system architectures and decision support functionalities they require. As such, this tutorial should prove useful to both managers interested in getting up to speed with this new and fast moving area as well as system developers and researchers who would like to gain a better understanding of emerging e-supply chain practices.

TET02 Internet Ventures
Steven H. Kim (Korea Advanced Institute of Science and Technology)
Chair: Jeho Lee (Korea Advanced Institute of Science and Technology)
This tutorial will present the principles and applications of cyber ventures, ranging from product innovation to online marketing and business harvesting. The topics of discussion include the strengths and limitations of marketing platforms, opportunity assessment, revenue models, corporate tactics, product development, promotional vehicles, relationship marketing, database marketing, knowledge mining, and strategy formulation.
In the popular image, the new commercial order is widely regarded as a second industrial revolution. In this dynamic milieu, a steady stream of publications has reported on various aspects of the underlying technologies and nascent enterprises. Many such tracts provide detailed descriptions of the technologies or extended coverage of their applications. Despite the wealth of information — or perhaps because of it — there has been a dearth of organizing frameworks for comprehending the myriad tools, applications, and strategies for competitive advantage on the Net. This tutorial is designed to help fill the gap. It strives to present a balanced perspective, to filter the melody from the noise, and to offer a sense for promising opportunities.

TET03 Global Trading System and the New Economy
Daewon Choi (United Nations, Economic Commission for Europe)
Chair: Sung Kunkim, ChungAng University
The objective of the tutorial is to provide an overview of the current discussion on e-business issues in the context of the Multilateral Trading System such as the General Agreement on Trade in Services (GATS)/WTO. It also attempts to provide participants with a conceptual framework to help understand the relationship and interoperability between the Multilateral Trading System (MTS) and
the newly emerging Digital Trading System (DTS). The tutorial will assist participants in understanding the overall functioning of the New Economy which is under formation by the interplay of the MTS and the DTS. To this end, three different layers of transactions will be considered in view of the development of new technology: international trade, e-commerce, and cyber business.

TET04 Internet-based Procurement Technology and Evaluation
Olivia R. Liu Sheng (University of Arizona, USA)
Chair: Heesook Lee, KAIST
Improved procurement management enabled by the Internet can be achieved in many different areas. They include reduced paperwork and transaction costs, reduced procurement cycle time, automatic notification and efficient information sharing and easy access to a potentially large pool of suppliers. Additional Internet-enabled procurement management benefits include intelligent supplier selection and management, tracking supplier performance and providing feedback, and freeing purchasing professionals to focus more on strategic and value-added activities rather than on actual transactions. In this tutorial, we will present the challenges and opportunities of Internet-based procurement from an IT perspective. We focus on Web-enabled automated procurement systems based on software agent technology and information-centric decision support considerations. In addition to providing an overview of procurement-related software agents and related intelligent decision support, we emphasize various market mechanisms applicable to agent-mediated procurement and present an evaluation methodology.

TET05 Internet Advertisement
Ebrahim Turban (City University of Hong Kong)
Chair: Sang-Ioon Kim, KAIST
This tutorial deals with the unique aspects of Internet advertisement by comparing it with traditional ad media (TV, etc.). The tutorial also covers the following topics:
- The major modes of Internet advertisement: from banners to e-mails
- The major advertisement strategies
- Running promotions on the Internet
- Payment methods for advertisements
- Legal and other implementation issues
- Internet Portals and advertisement

Korean Tutorials (1.5 hours each)

TKT01 Characteristics of eMarketplace Evolution
Koam Ryoung Lee (Internet Auction, Co. Ltd.)

TKT02 Channel Management in EC
Sun Hee Kwon (Dankook University)

TKT03 Technologies and Application of Secure ePayment Systems
Yong Uk Song (Gyeongsang National University)

TKT04 Qualification of CEO In Digital Economy Era
Sung Won Hong (Cisco Systems Korea)

TKT05 Vertically Integrated B2B eMarketplaces: Status and Strategies
Choong Hwa Lee (Electrolux Co., Ltd.)

TKT06 Certification: Status and Trend
Richard H. Shin (KECA, Inc.)

TKT07 e-Business and New Economy
Chris Chung (Tigcom Computer, Inc.)

TKT08 Technological Issues and Strategies for XML-Based B2B Electronic Commerce
Hyung Do Kim (Ajou University)

TKT09 e-Finance In Korea and PAXNET
Francis Park (PAXNET, Inc.)

TKT10 Critical Success Factors for eMarketplace Construction
Yun Kwon Lee (e-Corporation, Inc.)

TKT11 B2B E-Commerce & Directory Data Search Service - Global Expansion Experience
Eun Sup Shin (KoreanSource Co. Ltd.)

TKT12 Outsourcing Corporate Infrastructure Service: ASP Paradigm
Duke N. Hur (Nooril Networking, Inc.)
Wednesday

**English Tutorial**

**WET01**  Data Mining in E-Commerce  
Andrew Kudlak (The University of Iowa, USA)  
Chair: Seung Ik Baek, Hanyang University  
Data mining offers tools for discovery of patterns, associations, changes, anomalies, rules, and statistically significant structures and events in data. Data mining is discovery driven as the patterns and hypothesis are automatically extracted from data, rather than being formulated by a user as it is done in statistics. As a new discipline, data mining draws from other areas, including statistics, machine learning, databases, and high performance computing. This tutorial introduces data mining concepts, algorithms, and tools for development of E-Commerce applications. The data mining methodologies will be illustrated with case studies from industrial and service applications. Numerous commercial data mining tools will be discussed. Example data mining tools and their applications in E-Commerce will be demonstrated.

**WET02**  Trend of EC System Architecture  
Gene Kuo (TIBCO Software Inc.)  
Chair: Jeong Beom Kim, TIBCO Software Inc.
Net market makers’ prime goal is to build an online marketplace that can sustain exponential growth and have the fastest turnaround time. They want marketplaces to grow and evolve quickly by providing value-added services to meet their demanding participants’ need. Marketplaces need 24×7 reliability, scalability and extensibility to meet the demands of increasing number of participants, transactions, and applications. The seriousness of the commitment and the scope of the opportunity demand that net market makers seek out the best expertise and experience when planning and implementing infrastructure for marketplaces. In this tutorial session, Mr. Kuo will provide an introduction to new marketplace solutions designed to rapidly develop and deploy marketplaces. He will illustrate TIBCO’s marketplace infrastructure platform which have been chosen by three major net market makers – Allta Energy, Ventro, mySA.com. TIBCO’s platform has also been adopted by independent net market makers such as Single Source IT, Buzzsaw, and Savi, Emron, and Cargill.

**Korean Tutorials**

**WKTO1**  Dispute Mediation in EC: Cases and Government’s Role  
Tae-Chang Choi (KLEC)  
10:20-11:50 / Sunflower

**WKTO2**  eMarketing Evolution and Consumer Behaviors  
Min Young Kim (IMAS, Inc.)  
10:20-11:50 / MGB I

**WKTO3**  M-Commerce: The next step of EC?  
Joo Young Song (KT FreeNet)  
14:30-16:00 / Sunflower

**WKTO4**  Business Models and Prospect of B2B EC  
Ho Geun Lee (Yonsei University)  
14:30-16:00 / MGB I

**WKTO5**  Controversy over Taxation for Electronic Commerce: Policy Issues of OECD, EU, and Japan  
Yool Hwangbo (Daedan Information Telecommunication Co. Ltd.)  
16:30-18:00 / Sunflower

**WKTO6**  Governmental Policy for the Livable EC Ecology  
Jae-Hoon Chung (Korea Ministry of Commerce, Industry and Energy)  
18:30-18:00 / MGB I

Thursday

**Korean Tutorials**

**ThKT01**  Data Mining in EC  
Woo-Ju Kim (Chonbuk National University)  
10:30-12:00 / MGB I

**ThKT02**  Patent Issues of Internet Business Model  
Kyeong-ran LEE (EZ International Patent & Trademark Office)  
10:30-12:00 / Sunflower

**ThKT03**  Trends of Streaming Media Technology  
Yoo Jin Jung (LetiCAST.com, Inc.)  
14:40-16:10 / MGB I

**ThKT04**  Strategy for Successful e-Business Implementation  
Byung-in Cho (Hyosung Data Systems Co., Ltd.)  
14:40-16:10 / Sunflower

**ThKT05**  Comparison Agent Technology and Business Model  
Jong Kwan Shin (Genesoft, Inc.)  
16:40-18:10 / MGB I

**ThKT06**  Network Infrastructure Outsourcing Service for Electronic Commerce  
Jee Soon Ryu (IBK Inc.)  
16:40-18:10 / Sunflower
Scientific Program

Technical Programs *(Tentative)*

**Wednesday, August 23**

**Technical Paper Sessions**

10:20 – 11:50

**WP01: eConsumer Behavior I**

Chair: Sang Yong Kim, *Korea Advanced Institute of Science and Technology*

Antecedents and Behavioral Consequences of Customer Satisfaction on Internet Retail Store

Duke Hyun Choi, Seong-il Kim, Young Hie Kim (*Korea Advanced Institute of Science and Technology*)

Explaining Electronic Commerce Inhibitors Using GDSS and Computer Assisted Qualitative Data Analysis Software (CAQDAS) Tools

Roger Devaraj (*Nanyang Technological University*), Martin Putterill (*University of Auckland*), Lai-Lai Tung, A. Lee Gilbert (*Nanyang Technological University*)

A Framework to Investigate Consumer Preference on Using New Interactive Media for Electronic Banking

James N. K. Liu (*Hong Kong Polytechnic University*), Franklin Leung (*Bank of East Asia*)

**WP02: Digital Agents**

Chair: Woju Kim, *Chonbuk National University*

Personalized Location-based Brokering Using an Agent-Based Intermediary Architecture

Gaurav Tewari, Jin Youl, Patrick Moss (*MIT*)

Knowledge Sharing System Using a Mobile Agent: A Case Study on the Q&A Board

Jae-Bok Park, Kwang-Young Lee, Gwan-Sik Jo (*Inha University*)

FAgent: An Innovative E-Shopping Authentication Scheme using Invariant Intelligent Face Recognition Agent

Raymond S. T. Lee, James N. K. Liu (*Hong Kong Polytechnic University*)

**WP03: B2B EC**

Chair: Benjamin Yen, *Hong Kong University of Science and Technology*

Buyer-Carts for B2B EC: The b-Cart Approach

Gyoo G. Lim, Jae Kyu Lee (*Korea Advanced Institute of Science and Technology*)

Merchandising via Standard Merchandise Code Coupled with Products Demand Structure in Business-to-Business Electronic Commerce

Jae Heon Park, Sung Min Baik, Jang Hee Lee, Sang Chan Park (*Korea Advanced Institute of Science and Technology*)

The Relationship between Security Controls and System Performance in B2B Systems

Sangjae Lee, Ingoc Han (*Korea Advanced Institute of Science and Technology*)

**PANEL:**

Chair: Hans-Dieter Zimmermann, *University of St. Gallen*

Cyber Banks: Current Progress and Prospect

Christopher Westland (*The Hong Kong University of Science and Technology*), Steven H. Kim (*Korea Advanced Institute of Science and Technology*)
14:30 – 16:00
WP04: eConsumer Behavior II
Chair: Lai Lai Tung, Nanyang Technological University
A Study of Factors Affecting the Choice of Internet as an Advertising Media
Sung-Joon Yoon (Kyonggi University)
Relationship between Consumer's Perceived Importance and Satisfaction on the Internet Shopping
Young-Jun Lim, Sang Yong Kim (Korea Advanced Institute of Science and Technology)
Buyer Search Behavior in an Electronic Commodity Market: Consumer's Decision for a Sequential or Simultaneous Search Method
Dennis Kundisch (Universitat Augsburg)

WP05: Search & Comparison
Chair: Chien-Chih Yu, National ChengChi University
Smarter Comparison Shopping
Soe-Tsyr Yuan, Andy Liu (Fu-Jen University)
Personalized Recommendations for Retailing in Internet Commerce: A Multistrategy Filtering Approach
Steven H. Kim, SungMoo Shin (Korea Advanced Institute of Science and Technology), Jong Hyun Kim (WISE/TECH Co.)
Recommender System with Configuration in Electronic Commerce
Se-Hyoung Kim, Jee-Eun Jung, Geun-Sik Jo (Inha University)

WP06: eProcurement / SCM
Chair: Sung Chul Park, I2
The Impact of Electronic Commerce on Procurement
Elise O.S. Ng, Benjamin P-C. Yen (The Hong Kong University of Science and Technology)
Intelligent e-Supply Chain Decision Support
Norman M. Sadeh, David W. Hildrum (Carnegie Mellon University), Dag Kjæstad (SINTEF Applied Mathematics)

16:30 – 18:00
WP07: e-Tailing
Chair: Ho Geun Lee, Yonsei University
Integrated Digital Products Circulation System for Software, Music and Digital Book
Woo-Joon Kang, Ung-Mo Kim (Sung Kyun Kwan University)
Financial Characteristics and a Stage Theory of e-Tailers
Jae Kyu Lee, Hee Goo Kang, Heo Kyung Lee (Korea Advanced Institute of Science and Technology) and Han Soo Lee (IBFarm Corporation)
Internet Shopping in Hong Kong: A Web-based Business Transaction
James M. K. Liu, Jane J. You, Raymond S. T. Lee (Hong Kong Polytechnic University)

WP08: XML / Auction
Chair: Kyujung Hoh, Digital Information Bank Inc.
Template-based XML Data Integration System
SooCheol Lee, Kwangjun Byeon, Eunjun Hwang (Ajou University)
From Unstructured HTML to Structured XML: How XML Helps Managing Financial Knowledge on Internet
Percy L. T. Yuan, Weifung Y. Lee, Jerome Yan (The Chinese University of Hong Kong)
A Fair and Privacy-Preserved Protocol for Sealed-Bid Auctions
Gen-Vih Liao, Jeng-Jang Hwang (National Chiao Tung University)
Thursday, August 24

Technical Paper Sessions

10:30 – 12:00

ThP01: Digital Rights Management
Chair: Matthew Lee, City University of Hong Kong
Digital Rights Management in Internet Open Trading Protocol (IOTP)
James S. H. Kwok, K. C. Wong, K. F. Tsang, S. C. Cheung, K. Y. Tam (The Hong Kong University of Science and Technology)

A Proposed Framework for Exploring the Antecedents of Trust in Consumer-based Electronic Commerce
Matthew K. O. Lee, Ebrahim Torban (City University of Hong Kong)

An SDM-based Rights Management System for Electronic Media Using Digital Watermarking
James S. H. Kwok (The Hong Kong University of Science and Technology), C. C. Yang (The Chinese University of Hong Kong), K. Y. Tam (The Hong Kong University of Science and Technology), Jason S. W. Wong (The Chinese University of Hong Kong)

ThP02: Intelligent EC
Chair: Kyoung Jun Lee, Korea University
Intelligent Cyber Logistics using Reverse Auction in Electronic Commerce
Woo Seok Jeong, Sun-Gwan Han, Geun-Suk Jo (Inha University)

Applying Web Intelligence
Maria Malvared, Senshiro Amano, Alex Bichner (MINER Software Limited), Matthias Baumgartner, Rudiger Bolz (University of Ulster)

Statistical Approach for Partial Object Recognition in Electronic Commerce
June-Suh Cho, Nabi R. Adam (Rutgers University)

ThP03: eBusiness Strategy
Chair: Oliver Kump, Vienna University of Economics and Business
Transformation of SMEs towards E-business - The Initial Stage
Carina Thunstrom (Halmstad University), Malin Nilsson (University of Boras)

The Online World: Implications for Structure and Process in Industry
Shirley Gregor, Stewart Marshell (Central Queensland University)

Trends and Strategies of EC in China
Qi Li, Zongtao Min, Cun Zhang, Xiaodong Zhong (Xi'an Jiaotong University)

ThP04: eBrokering
Chair: Young Moon Chae, Yonsei University
Product Brokering Method for Electronic Commerce Business Models
Sung Ho Ha, Sung Min Bae, Sang Chan Park (Korea Advanced Institute of Science and Technology)

A Broker-Based Synchronous Transaction Algorithm for a Cyber Marketplace
Nano Kang, Sangyong Han (Chungang University)

Adoption of On-line Trading of Brokers
Adels S. M. Lau, Jerome Yen (The Chinese University of Hong Kong), Patrick Y. K. Chau (The University of Hong Kong)

14:40 – 16:10

ThP05: Distance Learning
Chair: Alfredo Milani, Universita' degli Studi di Perugia
Online Mathematical and Graphical Tools for Distance Learning
Alfredo Milani, Stefano Marcugnini (University of Perugia)
Sanjeev Verma, Lutfic Sayeed (San Francisco State University)

Intelligent Gathering of Contents on Distance Education using Mobile Agent
Sun-Gwan Han, Jae-Bok Park, Jae-En Jung, Geun-Sik Jo (Inha University)

ThP06: Data Mining

Chair: Andrew Kusiak, The University of Iowa

Purchase Propensity Prediction of EC Customer by Combining Multiple Classifiers Base on QA
Eunjoo Kim (Yonsei University), Wooju Kim (Chonbuk National University), Yilhyung Lee (Yonsei University)

Advanced Knowledge Mining through Nonlinear Feature Weighting: An Integrated Approach based on Connectionism and Genetic Algorithms
Sung Woo Shin, Steven H. Kim (Korea Advanced Inst. of Science and Technology)

Nonlinear Characteristics on Keystream using Chaos Theory
Sungyong Jung, Taesik Kim (Kumyung University)

ThP07: Education Models

Chair: Young Moo Kang, Donga University

Building an Evaluation Model for Internet Business - From Multiple Aspects in Diverse Scopes
Hyosik Yu, Jinwook Kim, Jinsoo Kim, Joohan Park, Youngsu Lee (Yonsei University)

An Empirical Study on the Effects of Web Service Quality on Cyberbrand Equity
Kinaam Park (Kyung Women's University), Woong Suh (Korea Advanced Institute of Science and Technology)

An Application of DEA to Efficiency Analysis of Controls in B2B Systems
Sangjae Lee, Ingoon Han (Korea Advanced Institute of Science and Technology)

16:40 – 18:10

ThP08: Security

Chair: Sung Jun Park, BCORE Co., Ltd.

Designing Secure Mechanisms for Online Processes
Wenli Wang (The University of Texas at Austin), Zoten Hidwgi (IBM Corporation), Andrew B. Whinston (The University of Texas at Austin)

Recent Changes in International Cryptography Policy
Raj Gururajap, Chaiyenorn Charintrayakew (Edith Cowan University)

A Secure Multicast Architecture with the Decentralized Key Management
Songho Cho, Chonghyun Kim (Seoul National University)

ThP09: EC System Development

Chair: Yong Uk Song, Gyeongsang National University

A Hypermedia Development Process for Web Information Systems
Chien-Chih Yu (National ChengChi University)

Creativity and Innovation: General Principles and Application to Technological Development
Steven H. Kim (Korea Advanced Institute of Science and Technology)

Prospects and Barrier of Electronic Commerce in China
Tong Zhao (Zhuozhou Hiebel V.I. Industries)

ThP10: Business Models

Chair: Ingoon Han, Korea Advanced Institute of Science and Technology

Evolutionary Business Models of e-Cash with Smart Cards
Jae Kye Lee, Yang C. Young (Korea Advanced Inst. of Science and Technology)
Collect now - Consume later; On Innovative Products in Electronic Commerce
Hardy Harapp, Oliver Kump (University of Technology of Vienna)

Industry Contingent Security Threats to Internet-based Business
Bumsuk Jung (Tong Yang Systemhouse Corp.), Ingoon Han, Sangjae Lee (Korea Advanced Institute of Science and Technology)
# Scientific Program

## Program Schedule

### Monday, August 21

#### Invited Lectures & Keynote Speech

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<th>Time</th>
<th>Room</th>
<th>Mugunghwa Grand Ballroom</th>
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<td>09:30–09:50</td>
<td><strong>Opening Ceremony</strong></td>
<td><em>Honorary Conference Chairs and Conference Chairs</em></td>
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<td></td>
<td>Invited Lecture 1</td>
<td><em>21C e-Commerce Strategy &amp; Trends</em></td>
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<td>Raj Mashruwala, President, TIBCO Software Inc.</td>
<td><em>Coffee Break</em></td>
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<td>Invited Lecture 2</td>
<td><em>Management of e-Business Communities</em></td>
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<td>Beat Schmid, Professor, Univ. of St. Gallen, Switzerland</td>
<td><em>Coffee Break</em></td>
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<td>12:10–14:00</td>
<td><em>Lunch</em></td>
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<td>14:00–17:00</td>
<td>Invited Lecture 3</td>
<td><em>International eBusiness and Common Rules</em></td>
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<td>Herwig Schloegl, Deputy Secretary-General, OECD</td>
<td><em>Keynote Speech</em></td>
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<td>Vision of e-Korea</td>
<td><em>Coffee Break</em></td>
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<td>Invited Lecture 4</td>
<td><em>e-Marketplace for Manufactures: A Shipbuilding Experience</em></td>
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<td>Cho, Choong-Hoc, CEO, Hyundai Heavy Industries Co., Ltd.</td>
<td><em>Invited Lecture 5</em></td>
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<td>DoCoMo’s “i-mode” Toward Mobile Multimedia in 3G</td>
<td><em>Takagi Kazuhiro, Managing Director, NTT DoCoMo, Inc.</em></td>
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* *Lunch on August 21 hosted by Korea Ministry of Commerce, Industry and Energy will be provided to all the participants of ICEC 2000.*
## Tuesday, August 22

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<tr>
<th>Time</th>
<th>Room</th>
<th>Sunflower</th>
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<tr>
<td>09:00 – 10:30</td>
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<td>TET01</td>
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<td>10:30 – 11:00</td>
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<td>Coffee Break</td>
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<td>11:00 – 12:30</td>
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<td>12:30 – 14:00</td>
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<td>Lunch</td>
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<td>14:00 – 15:30</td>
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<td>15:30 – 16:00</td>
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<td>Coffee Break</td>
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<td>16:00 – 17:30</td>
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<td>17:30 – 19:30</td>
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<td>Welcome Reception</td>
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</tr>
</tbody>
</table>

TET: Tuesday English Tutorials
TKT: Tuesday Korean Tutorials
SP: Solution Presentation

## Wednesday, August 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Camellia</th>
<th>Cosmos</th>
<th>MGB II</th>
<th>MGB III</th>
<th>Sunflower</th>
<th>MGB I</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 – 10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PS01: Plenary Speech 01 (Sunflower)</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>B2B EC Revolution, Andrew Whinston (University of Texas at Austin)</td>
<td></td>
</tr>
<tr>
<td>10:00 – 10:20</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Coffee Break</td>
<td></td>
</tr>
<tr>
<td>10:20 – 11:50</td>
<td>WP01</td>
<td>WP02</td>
<td>WP3</td>
<td>Panel</td>
<td>WKT01</td>
<td>WKT02</td>
<td></td>
</tr>
<tr>
<td></td>
<td>eConsumer Behavior I</td>
<td>Digital Agents</td>
<td>B2B EC</td>
<td>Cyber Banks: Current Progress and Prospect</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:50 – 13:20</td>
<td></td>
<td>Lunch</td>
<td></td>
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</tr>
<tr>
<td>13:20 – 14:20</td>
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<td></td>
<td></td>
<td></td>
<td>PS02: Plenary Speech 02 (Sunflower)</td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td>Creating e-Biz Success from Failure Lessons, Efraim Turban (City University of Hong Kong)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:20 – 14:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:30 – 16:00</td>
<td>WP04</td>
<td>WP05</td>
<td>WP06</td>
<td>WKT01</td>
<td>WKT03</td>
<td>WKT04</td>
<td></td>
</tr>
<tr>
<td></td>
<td>eConsumer Behavior II</td>
<td>Search &amp; Comparison</td>
<td>eProcurement/SCM</td>
<td>WET01</td>
<td></td>
<td></td>
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<tr>
<td>16:10 – 18:00</td>
<td>WP07</td>
<td>WP08</td>
<td>WKT05</td>
<td>WKT06</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>e-Tailing</td>
<td>XML/Auction</td>
<td>WET02</td>
<td>WET01</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>18:00 – 19:00</td>
<td></td>
<td>Break</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>19:00 – 21:00</td>
<td></td>
<td>Banquet</td>
<td></td>
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</tr>
</tbody>
</table>

PS: Plenary Speech
WP: Wednesday Technical Paper Sessions
WKT: Wednesday Korean Tutorials
WET: Wednesday English Tutorials
### Thursday, August 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Cosmos</th>
<th>MGB II</th>
<th>MGB III</th>
<th>Camellia</th>
<th>MGB I</th>
<th>Sunflower</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 – 10:00</td>
<td></td>
<td><strong>PS03: Plenary Speech 3 (Sunflower)</strong>: e-Commerce &amp; m-Commerce in Europe, Norman Saieh (The European Commission)</td>
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</tr>
<tr>
<td>10:00 – 10:30</td>
<td></td>
<td><strong>Coffee Break</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 – 12:00</td>
<td></td>
<td>ThP01: Digital Rights Management</td>
<td>ThP02: Intelligent EC</td>
<td>ThP03: eBusiness Strategy</td>
<td>ThP04: eBrokering</td>
<td>ThKT01</td>
<td>ThKT02</td>
</tr>
<tr>
<td>12:00 – 13:00</td>
<td></td>
<td>Lunch</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>13:30 – 14:30</td>
<td></td>
<td><strong>PP: Plenary Panel (Sunflower)</strong>: Next Step of EC: Business &amp; Research Perspectives. Jee Kyu Lee (Korea Advanced Institute of Science and Technology), J. A. Winston (University of Texas at Austin), Beat Schmid (University of St. Gallen), Gerard Lapeyre (IBM France), Olivia Steng (University of Arizona)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:30 – 14:40</td>
<td></td>
<td><strong>Break</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:40 – 16:10</td>
<td></td>
<td>ThP05: Distance Learning</td>
<td>ThP06: Data Mining</td>
<td>ThP07: Education Models</td>
<td>ThKT03</td>
<td>ThKT04</td>
<td></td>
</tr>
<tr>
<td>16:10 – 16:40</td>
<td></td>
<td><strong>Coffee Break</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16:40 – 18:10</td>
<td></td>
<td>ThP08: Security</td>
<td>ThP09: EC System Development</td>
<td>ThP10: Business Models</td>
<td>ThKT05</td>
<td>ThKT06</td>
<td></td>
</tr>
</tbody>
</table>

**Abbreviations:**
- PS: Plenary Speech
- ThP: Thursday Technical Paper Sessions
- PP: Plenary Panel
- ThKT: Thursday Korean Tutorials
Scientific Program

Solution Presentation

Chair: Chulsoo Kim, Inha University

SP01  e-Business Platform (B2B)
      Sang-Kyun Yook (Handysoft Inc.)
      14:00-15:30 / MGB II

In order to get the strong competitiveness in the market, a company should have a new Business-to-Business paradigm. The paradigm should focus on the marketplace by each industry level and each function level which integrates and automates overall value chains. Collaborative Commerce, that integrates processes and systems, as well as on the traditional purchaser-oriented marketplace. To encourage each company in effectively activating its ability in the marketplace, the Handysoft B2B Solution proposes a challenging blue print reflecting new trends in B2B successfully.

This presentation will introduce two solutions involved in the Handysoft B2B Solution. One of them is the Marketplace Solution for Community, Commerce, Contents and Collaboration, and the other is the B2B Integration Solution for the stable B2B integration.

First, the Marketplace Solution:
- supports multi-language and multi-currency,
- provides various applications to execute whole business processes for inter-company transactions,
- conducts flexible process design, modification and application with the process designer,
- and provides business status monitoring and tracking in real time.

Second, the B2B Integration Solution:
- exchanges data with the XML,
- automates and connects all types of business processes,
- integrates the E2E systems according to the process flow of the business,
- and supports diverse standards for the B2B transactions (RosettaNet, CXML, BizTalk, etc.).

SP02  e-Business Solution and Strategy
      Jeong Beom Kim (TIBCO Software Inc.)
      16:00-17:30 / MGB II

The Business-to-Business e-commerce solutions should help e-business companies not only to deliver compelling business value through buyer-supplier integration on the Internet, but also to maximize the return on customers’ existing IT investments. And the solution absolutely provides a strong infrastructure to tie all related to e-commerce together in real time. TIBCO, which is one of the best five s/w companies in the world and is well known as its strength in the software's industrial infrastructure and in content integration capabilities, proposes a strong B2B solution and strategy with triple axes of Integrate, Extend, and Connect concepts.

First, the EAI implementing “Integrate” is a tool that integrates all applications related to each company’s software such as ERP, CRM, SCM, legacy applications, etc. by using The Information Bus (TIB). Second, the Portal implementing “Extend” provides customers and partners with status and billing information, delivers personalized business content and information to create stickiness, and plays a role as channel for e-commerce. Finally, the B2B implementing “Connect” boosts each company to do B2B via marketplaces or intermediaries, via hubs to distributors, partners, and suppliers, and via vertical e-communities.
C2: Cosmos (Session Room)
D: Daffodil (VIP Room)

Sunflower (Session Room)
Registration

**Registration Fees**

<table>
<thead>
<tr>
<th>Type of Registration</th>
<th>Type of Participant</th>
<th>Early Registration (Until August 5, 2000)</th>
<th>On-Site Registration (After August 5, 2000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>① Conference + All Tutorials</td>
<td>Regular</td>
<td>US$360</td>
<td>US$410</td>
</tr>
</tbody>
</table>

- Above fees include admission to all scientific and 4 day-tutorial programs with proceedings, related tutorial materials, Monday lunch, Welcome Reception, Banquet and coffee breaks.

<table>
<thead>
<tr>
<th>② Plenary Speeches and Tutorials (Aug. 21 and Aug. 22)</th>
<th>Regular</th>
<th>US$200</th>
<th>US$250</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Time Student</td>
<td>US$100</td>
<td>US$130</td>
</tr>
</tbody>
</table>

- Above fees include admission to all tutorials on Aug. 21 and Aug. 22 with tutorial materials, a Monday lunch, Welcome Reception and coffee breaks.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Time Student</td>
<td>US$100</td>
<td>US$130</td>
</tr>
</tbody>
</table>

- Above fees include admission to all scientific and tutorial programs on Aug. 23 and Aug. 24 with proceedings, related tutorial materials, Banquet and coffee breaks.

<table>
<thead>
<tr>
<th>④ Accompanying Person</th>
<th>US$200</th>
<th>US$200</th>
</tr>
</thead>
</table>

- Accompanying Persons are not allowed to attend in scientific program. The above fee includes accompanying persons tour programs, Welcome Reception and Banquet.

**Remittance of Fee**

Payment of the registration fee can be made by the major credit cards (VISA / Master), bank draft, or wire transfer. Please note that the payment by credit card is strongly recommended and personal checks will not be accepted.

For bank transfer:

- **Bank Name:** Hanvit Bank (Yoido Branch)
  44-1 Yoido-dong, Yeongdeungpo-gu, Seoul, Korea
- **Swift Code:** HVBKKRSE
- **Account No.:** 967-000041-13-006
- **Beneficiary:** The Electronic Times

**On-site Registration**

On-site registration will be available at the registration desk during the Conference.

**Cancellation and Refund Policy**

Any cancellation must be notified in writing to the Secretariat. Please refer to the following cut off date for cancellations:

- Cancel until August 10, 2000 – 50% refund
- Cancel after August 10, 2000 – no refund

**PAYMENT METHOD**

**Bank Draft**

Bank Draft should be made payable to 'The Electronic Times'. Please specify your name and ICEC2000 on the Bank Draft before sending it to the ICEC2000 Secretariat. Personal checks or company checks will not be accepted.

* NOTE: All bank charges for remittance must be paid by applicants.

**Bank Transfer**

Wire transfer from your bank directly to the account below. Please attach a copy of the remittance statement issued by your bank to this form. All the remittance charges must be paid by applicants.
Account No.: 967 - 000041 - 13 - 006
Swift Code: HVBKKRSE
Bank Name: Hanvit Bank, Yoido Branch
44-1, Yoido-dong, Youngdeungpo-ku, Seoul, Korea
Account Holder's Name: The Electronic Times

Credit Card

Only VISA and MasterCard are accepted.

ICEC2000 SECRETARIAT FOR REGISTRATION

INSESSION International Convention Services, Inc.k
7th Fl., Wooyoung Venture Tower, 1330-13 Seocho-dong
Seocho-gu, Seoul 137-070, Korea
Phone: 82-2-3471-8555 Fax: 82-2-521-8683 E-mail: icec2000@icec.net
Registration in Korean

2000, 8.21-24, 쉐라톤 워커힐 호텔

제2차 전자상거래 국제학술대회 개최


특히 첫날인 8월 21일 행사에는 동시동영이 제공되며, 22-24일간에는 24편의 한국어 투토리얼이 국내 관계자들을 위하여 준비되었습니다. 이 학술행사가 여러분께 중요한 정보 교환의 기회가 되기를 바랍니다.

현장등록의 요령이 아래와 같으니 참고하시어 적오가 없으시기 바랍니다.

- 현장등록요령

[1] 8월 21일 (첫날, 목요일) 현장등록

8월 21일 참석은 반드시 8월 17일까지 사전등록하신 분에 한합니다.

8월 21일의 현장등록은 개설되지만 당일은 오후 3:30분 이후에만 입장이 가능합니다.

현장에서 8월 22일 이나 8월 22-24일에 대한 등록을 하실 수 있습니다. 이 등록을 하신 분에 대한 8월 21일 오후 3:30 이후 참석은 무료로 제공 됩니다.
[2] 8월22일-24일 현장등록
정상적으로 현장등록가능하며 참여시간에 제한이 없습니다.
가급적 8월17일까지 등록하셔서 첫날 행사부터 참석하실 수 있을 바라겠습니다. 감사합니다.

일시: 2000년 8월21일(월) - 24일(목)
장소: 셰라톤 워커힐 호텔 컨벤션 센터
주최: 산업자원부 / 대한상공회의소
주관: 전자신문사, 국제전자상거래연구센터, 한국전자거래진흥원, 한국과학기술원(KAIST)
주제: 글로벌 e-비즈니스시대의 새 질서

등록 안내

- 사전등록마감: 2000년 8월 17일
- 등록비
  전일등록 (8월21일-24일): 360,000원 (학생은 100,000원)
  2일등록 (8월21, 22 또는 23, 24일): 200,000원 (학생은 65,000원)
  (단, 8월 22일(화)만 1일 등록이 가능합니다.)

- 등록비 납부 방법
  온라인 송금(한빛은행 967-000041-13-006 예금주:전자신문사)

- 등록신청서를 다운 받으셔서 작성하시고

- 등록신청서는 상기 등록비 입금과 함께 아래 ICEC2000사무국으로 제출하여 주시기 바랍니다.
  (Phone: 02-3471-8555 Fax: 02-521-8683 E-mail: register@icec.net)

- 단, 학생의 경우 학생증 사본을 함께 제출하여 주시기 바랍니다.
등록 유의사항

- 행사 첫날 8월 21일 참석은 반드시 8월 17일까지 사전등록하신 분에 한합니다.
- 8월 21일 현장등록은 개설되지만 당일 오후 3:30분 이후에만 입장이 가능합니다.
- 참가자에게는 등록 해당일의 자료집과 사교프로그램, 기념품이 등이 제공됩니다.
- 기타 ICEC2000학술대회에 관한 문의는 아래 사무국으로 연락하여 주시기 바랍니다.

ICEC2000 사무국

주소: 서울시 서초구 1330-13 우영엔지타워 7층
Tel: 02-3471-8555 Fax: 02-512-8683
E-mail: register@icec.net
Accommodation

The Organizing Committee has reserved sufficient rooms at discount convention rates at the Sheraton Walker Hill Hotel, the Conference venue, and the nearby Hotel Dong Seoul which is easily accessible by taxis and shuttle buses from the venue.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Hotel</th>
<th>Room Type</th>
<th>Rate</th>
<th>Address</th>
<th>Access to the Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Deluxe</td>
<td>Sheraton Walker Hill Hotel</td>
<td>Deluxe (Twin/DBL)</td>
<td>W190,000</td>
<td>San 21, Kwangjang-dong, Kwangjin-Ku, Seoul 143-708, Korea</td>
<td>Conference Venue</td>
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<tr>
<td></td>
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<td>Tower Deluxe</td>
<td>W240,000</td>
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<td>Towers Suite</td>
<td>W370,000</td>
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<tr>
<td>Super Deluxe</td>
<td>Hotel Riviera</td>
<td>Twin/Double</td>
<td>W124,000</td>
<td>54-7, Chongdam-dong, Kangnam-gu, Seoul 135-100, Korea</td>
<td>25 Min. by bus</td>
</tr>
<tr>
<td>Deluxe</td>
<td>Hotel Dong Seoul</td>
<td>Single/Twin</td>
<td>W80,000</td>
<td>595 Kueui-dong, Kwangjin-Ku, Seoul, Korea</td>
<td>15 Min. by bus</td>
</tr>
</tbody>
</table>

Note: 1. Room rates are effective in Korean Won only. The exchange rate is approximately W1,100 to the dollar as of July 2000.
2. The above room rates include an American Breakfast and don't include 10% service charge and 10% VAT.

Reservation
To make a reservation, please complete the Hotel Reservation Form and return it with credit card details to ICEC 2000 Registration and Accommodation Secretariat before July 31, 2000.

Confirmation of Hotel Booking
On the receipt of the Hotel Reservation Form, a confirmation slip of hotel booking will be sent to the applicant by email or fax.

Cancellation & Changes
All cancellation or changes must be notified, in writing, to the secretariat one week before the conference at the latest.
Conference Information

Organization

Hosted by
Korea Ministry of Commerce, Industry and Energy
Korea Chamber of Commerce and Industry

Organized by
International Center for Electronic Commerce
Korea Institute for Electronic Commerce
The Electronic Times
Korea Advanced Institute of Science and Technology

Sponsored by
Korea Institute for Industrial Economics and Trade
The Korean Operations Research and Management Science Society
Korea Information Science Society
Korea Intelligent Information System Society
Supermerce Inc.
Handysoft Inc.

Honorary Conference Chairs
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Sang Young Kim President, The Electronic Times
Duk In Choi President, Korea Advanced Institute of Science and Technology
Yong Teh Lee Chairman, Trigem Computer Inc.

Conference Chairs
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MINEFI Software Ltd., University of Ulster, UK

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Augsburg University, Germany

Jesus Cardenosa
Universidad Politecnica de Madrid, Spain

Amitava Dutta
George Mason University, USA

Matjaz Gams
Joze Stefan Institute, Slovenia

Hardy Hanappi
University of Technology Vienna, Austria

Clyde Holtsapple
W. University of Kentucky, USA

Tomas Iakowitz
University of Pennsylvania, USA

Aleksandar Jovanovic
MPA Stuttgart/MIT Aachen, Germany

Robert J. Kaufman
University of Minnesota, USA

Steven H. Kim
Korea Advanced Institute of Science and Technology, Korea

Andrew Kusiak
The University of Iowa, USA

Ho Geun Lee
Yonsei University, Korea

Kyoung Jun Lee
University of Korea, Korea

Matthew Lee
City University of Hong Kong, China

Ronald M. Lee
Erasmus University, The Netherlands

Alfredo Milani
Università degli Studi di Perugia, Italy

Sridhar Narasimhan
Georgia Institute of Technology, USA

Daniel E. O'Leary
University of Southern California, USA

Sang Chan Park
Korea Advanced Institute of Science and Technology, Korea

Erik Roland
Oklahoma State University, USA

Ramesh Sharda
The University of Arizona, USA

Olivia R. Liu Sheng
Hong Kong University of Science and Technology, China

Kar Yan Tam
The University of Alabama at Birmingham, USA

Murat M. Tanki
Nanyang Technological University, Singapore

Lai Lai Tung
City University of Hong Kong, China

Efrain Turban
Hong Kong University of Science and Technology, China

Benjamin Yen
National ChengChi University, Taiwan

Chien-Chih Yu
Fairleigh Dickinson University, USA

Vladimir Zwart

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Yonsei University

Nam Jae Cho
Hanyang University

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Seongmoon University

Geun Sik Jo
Inha University

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Seoul National University

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SAP Korea Ltd.

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TIBCO Software Inc.

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Chonbuk National University

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Korea Telecom

Boncheol Koo
Korea Telecom

Suhn Beom Kwon
Korea Telecom

Danil Lee
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Eun-seok Lee
Sungkyunkwan University

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LG Mart Co., Ltd.

Suk Ryong Lee
E*TRADE Korea

Byung Ho Min
The Electronic Times

Sung Joo Park
Korea Advanced Institute of Science and Technology

Sung Jun Park
Korea Information Security Agency

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Michelle Kim
Insession Intl Convention Services, Inc.

Bannie Kim
Insession Intl Convention Services, Inc.

J. Y. Chey
Insession Intl Convention Services, Inc.
Conference Information

Special Issues of Leading Journals

Outstanding papers at ICEC 2000 will be invited to special issues of **DSS** (Decision Support Systems, USA), **EM** (Electronic Markets, EU), **IJEC** (International Journal of Electronic Commerce, USA) and **OCEC** (Organizational Computing and Electronic Commerce, USA).

The papers invited to special issues of these journals will need to be modified to comply with the format of each journal.

Official and Social Programs

**Opening Ceremony**
- Date: August 21 (Mon), 14:00 – 14:30
- Place: Mugunghwa Grand Ballroom, 1st FL

**Monday Lunch**
- Date: August 21 (Mon), 12:00 – 13:30
- Place: Gayageum Hall, Level B1
  To all participants, lunch will be provided on August 21.

**Welcome Reception**
- Date: August 22 (Tue), 17:30 – 19:30
- Place: Mugunghwa Grand Ballroom, 1st FL
  All participants are cordially invited to the Welcome Reception in Gayageum Hall. This reception will give you an opportunity to mingle with all the friends attending, where free drink, beverage and buffet dinner will be served.

**Banquet**
- Date: August 23 (Wed), 19:00 – 21:00
- Place: Mugunghwa Grand Ballroom, 1st FL
  The evening will be an excellent opportunity for all participants to enjoy a performance of traditional Korean folk music and dances as well as Oriental foods. The charge is included in the registration fee.
Conference Information

Accompanying Person's Program

All registered accompanying persons are welcome to join the tour listed below free of charge. Accompanying persons are recommended to reserve the tour in advance at the tour desk.

AP-1  Seoul, Historic City Within a Wall
      Changdeokgung Palace – Secret Garden – Insadong Antique Street
      13:00 – 18:00, August 21, 2000

AP-2  Pottery Village and Temple Tour
      Ichon Pottery Village – Sheluksa Buddhist Temple –
      Mok-a Buddhist Museum
      09:00 – 17:00, August 23, 2000, Lunch Included

ICEC 2001

Date:  October, 2001
Venue: Vienna, Austria
Chair:  Hardy Hanappi (University of Technology Vienna, Austria)
Conference Information

Tour Programs

**Halfday Tour**
Pass by the Blue House – Kyongbokgung Palace – National Folk Museum – South Gate Open Market
09:00-12:40, US$37, Min 5 people
Chogyesa Buddhist Temple – Insadong Antique Street – Changdokgung Palace & Secret Garden
13:30-17:30, US$34, Min 5 people

**Night Tour**
NT-1 Seoul Tower – Korea House
NT-2 Chongdong Theater – East Gate Night Market

**Fullday Tour**
FT-1 Korea Folk Village
FT-2 Ichon Pottery Village – Shilluksa Buddhist Temple – Mok-a Buddhist Museum
FT-3 DMZ (Demilitarized Zone) Tour

**Post Conference Tour**
PT-1 Kyongju
- 1 Night 2 Days, 235,000 Won, Min 2 people
- Departure Dates: August 25 & 26, 2000

PT-2 Soraksan
- 1 night 2 days, 250,000 Won, Min 2 people
- Departure Dates: August 25 & 26, 2000

PT-3 Chejudo Island
- 2 nights and 3 days, 530,000 Won, Min 2 people
- Departure Dates: August 25 & 26, 2000
Conference Information

Transportation

Kimpo International Airport is 18.2km (11 miles) from downtown Seoul. Various types of transportation are available, and with the exception of the deluxe taxis, their fares are relatively inexpensive. Sheraton Walker Hill Hotel is located on 136-acre mountainous site to the northeast of Seoul, and it takes 30 minutes to the hotel by car from downtown. There are free shuttle buses to and fro the subway lines 2 or 5, and KAL Limousine buses from the Airport.

- **KAL Limousine Bus**

  **From Kimpo International Airport to Sheraton Walker Hill Hotel**

  *(Line 4: Kimpo Int’l Airport - Lotte World Hotel - Tong Seoul Bus Terminal - Sheraton Walker Hill Hotel)*

  These spacious 25-seat luxury buses, equipped with public, card-operated telephones and free porter services, provide comfortable personal space and direct connections with the 18 major hotels in Seoul. Tickets are sold at the airport terminals, the 18 hotels on route, and all KAL ticket counters in Seoul. The fare may be paid directly to the driver. The fare is ₩5,500 (approximately US$5) for an adult and ₩2,500 for a child (age six to twelve) one way. They depart from the Airport every 15 minute from 07:00 to 22:00. It takes about an hour to the conference venue by KAL Limousine Line #4.

- **Taxis**

  Though somewhat more expensive, taxis offer a convenient door-to-door service. The fare system is based on both the distance traveled and the time taken, and will therefore vary with traffic density.

  **Taxi Fare to Sheraton Walker Hill from the Airport**

<table>
<thead>
<tr>
<th>Distance</th>
<th>Regular Taxi</th>
<th>Deluxe Taxi</th>
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<tbody>
<tr>
<td>39 Km</td>
<td>20,000 Won</td>
<td>40,000 Won</td>
</tr>
</tbody>
</table>

- **Subway**

  Subway **Line 2** which links the airport to central and southeastern Seoul is in operation. The fare to downtown Seoul is ₩500. The subway is a very efficient way of traveling downtown, though some visitors may prefer the sightseeing opportunities and convenience of surface transport. To get to the conference venue, take the subway Line 5 in Kimpo International Airport and get off at Kwangju stop, there are free shuttle buses to and fro between Kwangju stop and Sheraton Walker Hill.

  **Subway fare:**
  - First section ticket to most stops within Seoul ₩500

* **Sheraton Walker Hill Shuttle Service**

  - **Kang-byun Shuttle A:**
    - Departs every 30 minutes (hours 06:00 - 23:20) from Sheraton Walker Hill to the Kang-byun subway station (Line 2).

  - **Kwangju Shuttle C:**
    - Departs every 20 minutes (hours 06:10 - 23:30) from Sheraton Walker Hill to the Kwangju subway station (Line 5).
Conference Information

General Information

Registration Desk
Registration desk is located on the 1st floor of Sheraton Walker Hill Hotel & Towers. Service hours of the registration desk are as below. On-site registration is available at the registration desk on August 22, 23, and 24.

- August 21 (Mon) 08:00 – 17:00
- August 22 (Tue) 08:00 – 17:30
- August 23 (Wed) 08:00 – 18:00
- August 24 (Thur) 08:00 – 12:00

Registration Packs
A registration pack for each participant is distributed at the registration desk. It contains a name badge and a Conference Kit coupon. Other coupons are selectively given to the participants depending on the type of registration, e.g., Monday lunch, Welcome Reception, Banquet, tutorial materials, accompanying persons' program, optional tour program, and so on.

Conference Kit
The conference kit contains a Final Program booklet, a Conference Proceedings and Tutorial Materials.

Name Badge
A name badge should be worn at all times during the Conference.

Information Desk
An information desk will be available next to the registration desk during the Conference. Participants may report and retrieve misplaced items here.

Tour Desk
A tour desk is located in the registration area and opens from 08:00 to 18:00 during the Conference.

Exchange Rate
The official exchange rate of the ICEC 2000 is about ¥1,100 to the dollar.

Message and Announcement Boards
Message and Announcement Boards will be set up near the registration desk. Here participants can get useful information from the secretariat or other participants.

Certificate of Attendance
Any participant who wants a certificate of attendance to ICEC 2000, may obtain one at the secretariat office.

Additional Proceedings and Tutorial Materials
Participants may purchase additional copies of the Proceedings or Tutorial Materials at the Sales & Refund Desk. The prices of each copy are US$ 50 for the Proceedings and US$ 10 for Tutorial Materials.

Preview Room
A Preview Room is located in the Azalea on the 2nd floor of the venue hotel from August 21 to 24, during the hours of 08:00 – 18:00. Speakers may practice with the overhead and LCD projectors in this room. Internet service is also available here.

ICEC 2000 Secretariat Office
During the conference
Lilac Room, 2nd FL., Sheraton Walker Hill Hotel & Towers
Tel: +82 2 450 6401 Fax: +82 2 450 6402
E-mail: icec2000@icec.net
Exhibition

Date & Time:
- August 21: 09:00 – 17:00
- August 22: 09:00 – 17:30
- August 23: 09:00 – 18:00
- August 24: 09:00 – 18:10

Place: Lobby of Convention Center, Sheraton Walker Hill Hotel & Towers

POLYSOFT

Address: #303 Business S/W center, Daeduk College, 46 Jang-Dong Yusong-Gu, Taejon, S. Korea (305-715)
URL: http://www.musica.co.kr
Tel/Fax: (042) 862-9936 / (042) 862-9940
Exhibits:
- MUSICA - e-Market Place, Cyber Shopping Mall Solution, Multi-Contents
MUSICA is the Cyber Shopping Mall combining Music to shopping utopia and is developed under basic concept of paradise for all modern people living with music. It has structure and feature of Mall-in-Mall, Shop-in-Mall, Shop-in-Shop, Mall-in-Shop and is the fully opened Shopping Mall to participate in elucion, instrument, event, star, kids, education, woman, leisure, living, silver, finance, and entertainment with Internet software and multimedia content technologies.

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URL: http://www.Pionsoft.com
E-mail: pionsof@pionsofcom
Tel/Fax: (02) 550-9500 / (02) 550-9501
Exhibits:
1. B2B Solution Dragon-i
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2. Package Solution for B2C site One Stop Site Builder
   Make use One Stop Site Builder, the best seller e-Commerce solution with 37% of Korean market share. In a short period of time, you can build internet shopping malls including Homepage and Bulletin-board pages without computer experts.

3. Package Solution for Portal site Web Hosting Builder
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E-mail: ichung@industrader.com
Tel / Fax: (02) 557-8118 / (02) 557-8116

Exhibits:
2. e-Procurement System
3. Marketplace Solutions
4. ASP Solutions

**HandySoft Corp.**

Address: 1708-2, Seocho - Dong, Seocho-Ku, Seoul 137-070, Korea
URL: http://www.handysoft.co.kr
E-mail: webmaster@handysoft.co.kr
Tel / Fax: (02) 3479-5400 / (02) 3479-5599

Exhibits:
1. HandyBizplace
   - B2B e-commerce total solution
   - Builds up B2B e-commerce sites with easiness
   - Supports various types of inter-business transactions
   - Automates the flow of information and business processes

2. BizFlow
   A system integration solution capable of automating/optimizing business process flows for internal-inter-business purposes and maintaining continuous BPR the core solution for constructing a B2B Collaboration System
   - Essential components for B2B e-commerce systems