

Program Schedule

Date	Monday, August 21
Room/Time	Mugunhwa Ballroom
09:30	Opening Ceremony <i>Honorary Conference Chairs and Conference Chairs</i>
09:50	Keynote Speeches: Vision of e-Korea <i>President, Republic of Korea</i> Toward e-Asia Hub <i>Minister, Korea Ministry of Commerce, Industry and Energy</i>
10:30	Coffee Break
11:00	IL01: Invited Lectures 1 From eTechnology to eBusiness Success <i>CEO, Globally Prominent IT Corporation</i>
12:00	Lunch
13:30	IL02: Invited Lectures 2 Toward Agreements for International eBusiness <i>Representative of OECD</i> EC Policy: USA Experience <i>Representative of USA Government</i>
15:30	Coffee Break
16:00	IL03: Invited Lectures 3 Manufacturing Systems in EC Era <i>CEO, Successful Direct Marketing Manufacturer</i> Education and Research Systems for the Sustained EC Progress <i>Distinguished Professor in EC Area</i>

Date	Tuesday, August 22					
Room/Time	R1	R2	R3	R4	R5	R6
09:00 ~ 10:30	TET1	TET2	TET3	TKT1	TKT2	TKT3
10:30 ~ 11:00	Coffee Break	Coffee Break	Coffee Break	Coffee Break		
11:00 ~ 12:30	TET1	TET2	TET3	TKT4	TKT5	TKT6
12:30	Lunch					
14:00	TET4	TET5	TET6	TKT7	TKT8	TKT9
15:30	Coffee Break	Coffee Break	Coffee Break	Coffee Break		

16:00	TET4	TET5	TET6	TKT10	TKT11	TKT12
17:30	Welcome Reception					

Date	Wednesday, August 23					
Room Time	R1	R2	R3	R4	R5	R6
09:00	PL01: Plenary Lecture 1 B2B EC Revolution, Andrew Whinston (Univ. of Texas at Austin)					
10:00	Coffee Break					
10:20	WP1	WP2	WP3	Panel	WKT1	WKT2
	eConsumer Behavior I	Digital Agents	B2B EC	Cyber Banks: Current Progress and Prospect <i>Steve Kim (KAIST), Christopher Westland (HKUST), Hans-Dieter Zimmermann (University of St. Gallen)</i>		
11:50	Lunch					
13:20	PL02: Plenary Lecture 2 Creating e-Biz Success from Failure Lessons, Turban, Efraim (City University of Hong Kong)					
14:20	Coffee Break					
14:40	WP4	WP5	WP6	Solution Presentation	WKT3	WKT4
	eConsumer Behavior II	Search & Comparison	eProcurement/SCM			
16:10	Coffee Break					
16:30	WP7	WP8	WP9	Solution Presentation	WKT5	
	e-Tailing	Recommendation System	XML			
18:00	Break					
19:00	Banquet					

Date	Thursday, August 24						
Room Time	R1	R2	R3	R4	R5	R6	R7
09:00	PL03: Plenary Lecture 3 e-Commerce & m-Commerce in Europe, Norman Sadeh (EU Commission and CMU)						
10:00	Coffee Break						
10:30	ThP1	ThP2	ThP3	ThP4	ThKT1	ThKT2	

	Security	Intelligent EC	eBusiness Strategy	Brokering				
12:00	Lunch							
13:30	<p align="center">PL04: Plenary Panel Next Step of EC: Business & Research Perspectives <i>Beat Schmid (University of St. Gallen), A. Whinston (University of Texas at Austin), Jae Kyu Lee (Korea Advanced Institute of Science and Technology), Hardy Hanappi (University of Technology Vienna), Gerald Lacoste (IBM France)</i></p>							
14:30	Coffee Break							
15:00	ThP5	ThP6	ThP7	ThP8	ThKT3	ThKT4	Workshop B2B EC: Architectures & Solutions	
	Authentication	Data Mining	Education Models	Distance Learning				
16:30	Coffee Break							
17:00	ThP9	ThP10	ThP11	ThP12	ThKT5	ThKT6		
	Digital Rights Management	EC System Development	Business Models	National Case Studies				
18:30								