### **Welcome Message**

It is with great pleasure that we extend our warmest greetings to everyone attending ICEC '98, the International Conference on Electronic Commerce '98, being held for the first time in Seoul, Korea in April 6 -9, 1998. We would also like to take this opportunity to welcome the delegates who have traveled to Korea to take part in this important event. Seoul in April is a wonderful experience, offering both breathtaking spring scenery and Korean hospitality. For both first-time and return visitors, Seoul is always delightful to explore.

The Organizing Committee has worked diligently to provide you with a venue and supporting events that will make this a memorable, professional and personal experience. The Scientific Committee had the difficult job of reviewing submissions from around the world to create an outstanding program reflecting the most current research and development activities in the field of electronic commerce.

This gathering will provide you with an excellent forum for the exchange of ideas on the latest developments in electronic commerce and related fields. Today's market demands dedication and innovation as well as the ability to adapt new technologies, products and services. For our guests from industry, this conference will provide the opportunity to evaluate current practices and identify trends that will make you more competitive in the global market place.

We believe that we have collaborated to offer the most professionally challenging and personally inviting programs. We look forward to stimulating discussions in various aspects of electronic commerce, and wish you an enjoyable and productive experience at ICEC '98.

Sincerely,

Jae Kyu Lee (Professor in Korea Advanced Institute of Science and Technology, Seoul, Korea) ICEC '98 Conference Chair

Andrew B. Whinston (*Professor in University of Texas, Austin, USA*) ICEC '98 Conference Co-Chair

Beat Schmid (Professor in St. Gallen University, Switzerland) ICEC '98 Conference Co-Chair

### **Organization**

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The Dong-A Ilbo, Daily Newspaper

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Yu, Chien-Chih
Zwass, Vladimir

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Yoon, Jaechul Samsung SDS

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Co-Chairs Choi, Tae Young INTERCOM Convention Services, Inc., Korea

Lee, Seong-Ha Computer World, Korea

### **Conference Schedule**

### April 6 (Monday)

ROOM	09:00 - 12:30	14:00 - 15:30	16:00 - 17:30		
Chrysanthemum I	ET1: Electronic Markets for Stock Exchanges J. Christopher Westland	ET2: An Introduction to the SET Protocol Harold W. Lockhart Jr.			
Chrysanthemum II	ET5: Quasi-Naturally Occurring Experiments with Electronic Commerce Markets Andrew B. Whinston	ET6: Simulation in Virtual Kusiak	Organizations Andrew		
Orchid I	KT1: Development of an Internet Shopping Mall with Meta-Malls Architecture Yong Uk Song	KT3: Agent-Based Commerce Eun-Seok Lee	KT5: New Paradigm of Interactive Marketing: Case of Lotte Department Store Hyeon-Gu Kang		
Orchid II	KT2: Content Databases and Data Mining Agents in an Internet Environment Steven H. Kim & Heeseok Lee	KT4: Microsoft Vision and Strategy for Electronic Commerce Koo Whan Lee	KT6: EC Status and Market Trends : Oracle Case Chung Eon Kim		

### April 7 (Tuesday)

ROOM	09:00 - 12:30	14:00 - 15:30	16:00 - 17:30
Chrysanthemu m I	ET3: Electronic Auction: Opportunities and Adoption Barriers Ho Geun Lee	ET4 : Cyber-Bankir	n <b>g</b> Jack Hwang
Chrysanthemu m II	ET7: Extranet and Supply Chain Management Efrai m Turban	ET8 : Agent-Mediat Commerce Tuoma	
Orichid I	KT7: Intelligent Agent Applications in Internet	KT9: Cyberbanking Service Strategy for the Era of	KT11: Taxation for Global Electronic

	Marketing: Present and Future Kun Chang Lee	Electronic Commerce Ho ng Hee Kwak	Commerce and Internet Round Yeoul Hwangbo
Orchid II	KT8: Payment Security in Internet Jae-Cheol Ryou	KT10: Secured Electronic Payment System: Cybertek Solution Yeong- Kook Kim	KT12: Evolution of Electronic Payment Methods and Reformation of Finance Industry Weo n-Cheol Hwang

- ET: English Tutorials - KT: Korean Tutorials

### April 8 (Wednesday)

09:00 - 10:30	ROOM	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	18:00 - 21:00
Rm: GCB II Openin g Cerem ony (Chair: Steven H.	GCB II	PNW1: Editorial Policy of EC Journals (Chair: Vladimir Zwass) Andre w B. Whinston, Beat Schmid, Efraim Turban, Jae Kyu Lee	ET9: Practical of Trusted Thi Certificate Authorization Brennan	_	Rm: GCB III Welcom e Ceremo ny with Distingu ished Speaker
FL1: The XML Revolu tion: Making the	GCB III	KT13: An Internet Banking Solution in Korea Wonjan g Baek	KT14: Evolution of Quick Response and Internet EDI Namja e Cho	KT15: Electronic Commerce and the Management of Network Organization Eun Kim	s & EC Award Present ation (Chair: Ho Geun Lee)
Web access ible to Compu ters Jay M. Tenenb	Orchid I	TSW1: Agent- Based Electronic Commerce I (Chair: Sung Joo Park)	TSW2: Electronic Payment & Intelligent Agents (Chair: Wolfgang	TSW3: Productivity through Networking (Chair: Nabil Adam)	Rm: GCB II Welcom e

PL2: Electro nic Comm erce in Europe : The SEMP ER Project Gerard Lacost e		Agent-mediated Electronic Commerce: An MIT Media Laboratory Perspective A lexandros Moukas, Robert Guttman, Pattie Maes  Agents-based Framework for Brokerage Between Buyers and Sellers on Electronic Commerce Jon g-Jin Jung, Dae-Yeon Hwang, Seung-Bum Jeon, Geun-Sik Jo  ICOMA: Agent-based Intelligent Electronic Commerce System on the Internet Jae-Yeon Kang, Jeung-il Song, Jin-Goo Lee, Eun-seok Lee	Electronic Card Payment Systems in Electronic Commerce Joseph Brahm, Efraim Turban Intelligent Agents Based Virtually- Defaultless Check System: SafeCheck System Han Seong Yoon, Jae Kyu Lee  A Framework for Applying Intelligent Agents to Support Electronic Commerce Ting-Peng Liang, Jin- Shiang Huang	An Electronic Mall Approach for Media- Based Learning Christian Langenbach, Freimut Bodendorf  Integration of Heterogeneou s CAD Database Using STEP and the Internet y ongjae Shin, Soon-Hung Han  Promoting Economic Development through Informatic Ventures Steven H. Kim	Recepti
	Orchid II	PNW2: Enterprise Resource Planning and the Internet (Chair: Heeseok Lee)  Padman Ramankutty, Myung-Hwan	J ,	mmerce Maes, David gent The	

	Ryu, Nabil Adam	S2: Multi-agent & Cooperation Multi-agent Sys Coalition Forma Sandholm, Coordination an Alfredo Milani  S3: E-commerce Infrastructure E Tenenbaum, Excommerce Ontologies Lee	in E-Markets: tems and ation Tuomas Agent ad Cooperation  ce and ommerceNet fforts Marty volving E-
Chrysanth emum	CP1: Hewlett Packard 1, ICEC (Chair: Namjae Cho)	EC Award Competitors' Session  CyberCash, Verifone ( Chair: Sung Deok Cha)	PNW3: Impact of EC on Market Intermediarie s & Distribution Channels (Chair: Ho Geun Lee) Beat Schmid, James C. Westland, Andrew B. Whinston
Camellia	TSW4: Data Mining and Knowledge Discovery for Electronic Commerce (Chair: Jae Sik Lee)  Providing Advanced Services in Cyberspace through Data Mining: Application to	TSW5: Economic Issues in EC (Chair: Christian Langenbach)  Economic Foundations of Electronic Commerce? A Sketch of a Theoretical Framework - Gerhard Hanappi,	TSW6: Digital Library and Education (Chair: Andrew Kusiak)  Reengineer the Distance Learning Industry through Electronic Commerce Karl R. Lang,

	Financial Forecasting Steven H. Kim  Intelligent Product Information Gathering and Filtering System Ingeol Chun, Jingang Kim, Eunseok Lee  Recommendation of EDI Controls using Case-based Reasoning and Relational Database Sangjae Lee, Ingoo Han	Eduard Rysavy  On European Monetary Union and Its Lessons for Currency Integration in the Global Electronic Economy Steven H. Kim  The Research of a Conceptual Model of Service Quality for Electronic Shopping Store - Case of Taiwanese Companies Wen- Hsiung Wu	En(WEB)bing the Tyrant of Distance - Inter/Intranet Developments at Edit Cowan University Dieter Fink, Colin Ash  Developing Web Page in an Academic Institution: A Department's Experience Jeanne Wong, Celia T. Romm	
Lotus	TSW7: Security and Authorization (Chair: Karl Kurbel)  Key Issues in Ensuring Security and Trust in Electronic Commerce - The Example of the German Digital Signature Act - Thomas F. Rebel, Wolfgang	TSW8: Electronic Auctions (Chair: Claudia Schmidt)  AUCNET's Third Challenge: Critical Success Factors for New Entrants Using Electronic Markets To moyoshi Matsuda, Eric	TSW9: EC Business Models and Architecture (Chair: Ting- Peng Liang)  A Comparison Shopping Architecture over Multiple Malls: The Meta-Malls Architecture Jae Kyu Lee, Yong Uk Song, Jae Won Lee	

Public Key Authentication Framework M ichael Baker  Web Based Identity Verification Using Keystroke Dynamics S ungzoon Cho, Chigeun Han, Dae Hee Han, Hyung-Il Kim	Impacts of Electronic Marketplaces on Product Prices: An Empirical Study of AUCNET Case Ho Geun Lee, James C. Westland, Sewon Hong  Electronic Auction as Matching Business for Perishable Goods: Flower Auctioning on Internet Andres Crosa, Seiichi Matsuhashi,	Architecture of a Sales Agent for Part Manufacturers in the Internet Environment: VMSA Hy ung Rim Choi, Hyun S. Kim, Young J. Park, Kyung H. Kim, Myung H. Joo, Hyung S. Sohn  A Study on the Theory and Practice of Chinese Electronic Commerce Li Qi
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- ET: English Tutorials - KT: Korean Tutorials - TS: Technical Sessions - PN: Panels
 - WS: Workshops - CP: Case & Product Sessions

### April 9 (Thursday)

09:00 - 10:30	ROOM	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	19:00 - 21:00
Rm: GCB II (Chair: Beat Schmid) PL3:	GCB II	ET10: Virtual Reality on the Internet S teven H. Kim	ET11: Restructurin g Business Processes and Relationship s Using Electronic Commerce		Room: Chrysant hemum Farewell Banquet

Restruct uring Financia I Markets with Electron ic Commer ce Andrew	GCB III	KT16: Web- based Logistics Kyung-II Choe & Soung Ryong Yee	Theodore H. Clark  KT17: CALS: Current Trends and Future Directions Choon Seoung Leam	KT18: Internet Marketing Doo-Hee Lee
PL4: Next Generati on Electron ic Marketi ng Environ ment: ICEC Perspec tive Jae Kyu Lee	Orchid	TST1: Regional Studies in EC (Chair: Vladimir Zwass)  ECR: A Cross Cultural Comparison between Hong Kong and the U.S.A. Th eodore H. Clark  Benefits and Shortcoming s of Business Internet Use: Conclusions from an Empirical Study of German Companies Karl Kurbel  Survey and Prospect of China Electronic Business Li Qi	TST2: Behavior Analysis in EC I (Chair: Dieter Fink)  Appropriate Tasks for Electronic Mail and Implications for Electronic Commerce: A Case Study Nitta ya Jariangpraser t, Shirley Gregor  An Exploratory Research on the Korean Consumer Attitude at the Electronic Market Sa ng Yong Kim, Namjae Cho, Jungduk Kim, ChoongNyun g Kim	TST3: Behavior Analysis in EC II (Chair: Shirley Gregor)  Raising Awareness of Electronic Commerce Issues Among Small and Medium Enterprises Dieter Fink, Raj Gururajan  The More Links, The More Convenient Shopping?: An Experimental Study of the Link Structure for Cyber Shopping Malls Byun ggon Yoo, Hyunjung Kim, Jinwoo Kim  Critical Failure

			Factors that Discourage Electronic Commerce Growth Kyeo ng Seok Han, Mee Hyun Noh
Orchid II	PNT1: Multimedia and Virtual Reality in the Age of Networks (Chair: Hyeong Seok Ko)  Tae-Hwa Lee, Heedong Ko, Mi Jung Kim	PNT2: Design in the Electronic Age (Chair : Kunwoo Lee)  Soon Hung Han, Chan Mo Park, Jounghyun Gerry Kim	PNT3: Promoting Creative Education and Commercial Innovation on a Wired Planet (Chair: Steven H. Kim)  Younsoon Cho, Keedoo Hong, Dong- Yol Yang
Chrysant hemum	CP2: Compaq Computer, Hewlett Packard 2  (Chair: Young Whan Kim)	CP3: IBM (Chair: Kang Tae Lee)	
Camellia	TST4: Legal and Regulatory Issues & Government Initiatives (Chair: Hans Ulrich Buhl) Innovation and Taxes: A Financial	TST5: Cyber Marketing (Chair: Alfredo Milani)  Where to Put Your Billboard on the Information Superhighway ?: A	TST6: Agent-Based Electronic Commerce II (Chair: Junichi Iijima) COOPBOT: Distributed Cooperating Agents for

ıs	PNT4: Entrepreneu rship and Venture Business in the	PNT5: Finance and Capital Markets in the Digital Era (Chair: Ingoo Han)	TST7: Intelligent Decision Support (Chair: Byungtae Lee)
	Analysis of Fiscal Impacts on Investments in Electronic Markets and New Products Hans Ulrich Buhl, Stefan Volkert  A Global Consumption Tax and Electronic Collection Systems: Consumer Delivered Sales Tax Yeoul Hwangbo, Jae Kyu Lee, Yong Uk Song  The Impact of EDI Controls on EDI Performance : A Structural Equation Model Sa ngjae Lee, Ingoo Han	Framework for Development of an Integrated Toolkit for Managing Web-Based Advertising Byungtae Lee, Jinsoo Park, Yousub Hwang  A Next Generation Multimedia Call Center on the Internet:IMC Bong Ki Moon, Jae Kyu Lee, Kyoung Jun Lee  Event- Shopping - A Value - Added Service for Electronic Malls Petra Schumann, Ralph Horstmann, Peter Mertens	Electronic Markets AI fredo Milani, Stefano Marcugini  Time- Bounded Negotiation Framework for Electronic Commerce Agents Ky oung Jun Lee, Yong Sik Chang  Auctions in Electronic Commerce - Efficiency versus Computationa I Tractability Peter Gomber, Claudia Schmidt, Christof Weinhardt

	Shinn)  Joon Hyun Nam, In-Suk Nam, Joon Sik Lee	Judy Taylor, Fred Becker, Ki Sung Chung, Steven H. Kim, Jong Ryeul Gong	Development of Information Management System in the Heterogeneo us-Distributed Environment Chang-Hyuk Cho, Seok- Chan Jeong, Kyung-Joon Ju, Sang- Bong Park  A DSS Framework in the EC Environment Hyung Rim Choi, Andrew B. Whinston, Hyun Soo Kim	
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<sup>-</sup> **ET**: English Tutorials - **KT**: Korean Tutorials - **TS**: Technical Sessions - **PN**: Panels - **WS**: Workshops - **CP**: Case & Product Sessions

# Wecome Ceremony with Distinguished Speakers & EC Award Presentation

 Welcome Ceremony with Distinguished Speakers and EC Award Presentation

(Open to all registrants)

Date: April 8, 1998 (Wednesday Evening)

Place: Grand Celadon Ballroom III

The Organizing Committee is proud to offer the participants a special opportunity to hear from key

Ministers and a member of the National Assembly in the Korean government as follows:

6:00 - 6:10: Welcome Message

Myong Oh (President of The Dong-A Ilbo, a Leading Daily Newspaper;

Former Minister, Ministry of Information and Communication)

6:10 - 6:20: Electronic Commerce Award Presentation

6:20 - 6:40: Policy for Electronic Commerce Law Legislation

Sang Hee Lee (Congressman in the National Assembly;

Former Minister, Ministry of Science and Technology)

6:40 - 7:00: Electronic Commerce Policy for Finance and Economy Sectors

Kyu Sung Lee (Minister, Ministry of Finance and Economy)

7:00 - 7:20: Information Superhighway Policy for Electronic Commerce

Soon Hoon Bae (Minister, Ministry of Information and Communication)

# **Plenary Sessions**

PL1	APRIL 8 (WED.) 09:00 ~ 09:45	The XML Revolution: Making the Web Accessible to Computers  Jay M. Tenenbaum (CNgroup, USA)  Today's Web provides people with unprecedented access to online information and services. However, because the information is unstructured, computers cannot readily understand it. This limitation helps explain why search engines and automated shopping agents don't work very well.  Tomorrow's Web will provide information and services in a structured form that is readily accessible to both people and computers. For Internet commerce, this means standard documents for describing things like products, airline schedules, stock reports, and bank statements, and corresponding forms for placing orders, booking reservations, and making transactions. Thousands of companies will use such documents to publish information about themselves and their services directly on the Web where they'll be available to anyone or any web-enabled application with the proper authorization. FedEx and UPS for example will likely offer shipping services, Citibank and Bank America payment services, and so forth. Customers and suppliers will put these services on their intranets and integrate them into their core business processes and systems. Businesses will build on each other's services to create innovative virtual companies, markets, and trading communities. This ability to rapidly experiment with new business concepts will spark an explosion of entrepreneurial activity rivaling that of the web itself.	GCB II
	APRIL 8 (WED.)	Electronic Commerce in Europe: The SEMPER Project  Gerard Lacoste (IBM, France)	
PL2	09:45 ~	Security for electronic commerce is urgently required, but it must be built in an orderly and extendable way that provides for the security services needed today and in the future. The SEMPER project (Secure Electronic	GCB II

	10:30	Marketplace for Europe), partially funded by the European Commission, aims to provide the first open and comprehensive set of security solutions for electronic commerce.  The presentation will review security requirements for the global marketplace, and describes the objectives of the project, its approach to security, its field trials and the lessons drawn, and its proposal to increase certainty in electronic commerce.	
PL3	APRIL 9 (THURS.) 09:00 ~ 09:45	Restructuring Financial Markets with Electronic Commerce  Andrew B. Whinston (University of Texas at Austin, USA)  This study focuses on the impact of electronic commerce on the financial system. The use of open electronic networks to deliver financial products and services does not imply a change in the basic objectives of the sector as a whole. The functions of the financial system will remain the same. The presentation will describe the model of a financial intermediary that matches trades in real-time and an implementation in Java. Experimental results will be presented to demonstrate the advantages of this new approach to financial markets as compared to more traditional clearing systems such as found at the New York Stock Exchange.	GCB II
PL4	APRIL 9 (THURS.) 09:45 ~ 10:30	Next Generation Electronic Marketing Environment: ICEC Perspective  Jae Kyu Lee (Korea Advanced Institute of Science and Technology, Korea)  ICEC and KAIST RCEC (Research Center for Electronic Commerce) are performing various research to establish a more intelligent next generation electronic marketing environment. The topics include the multiple perspective comparison shopping over multiple electronic shopping malls, intelligent agent based contract process and message standard, transformation of customer's requirement to product specification, intelligent call centers for customers services, adding learning capability to agents to reduce the communication effort without losing consistency, data mining for one-to-one marketing, business-to-business electonic marketing and purchasing architecture, integration with the workflow and corporate	GCB II

information systems, delivery contention and delivery point sharing system, and IC-card based Smart-SET protocol. The presentation explains the target of these projects and their progress, and will conclude with prospective changed distribution channel with those technologies.

# **English Tutorial**

ET1	APRIL 6 (MON.) 09:00 ~ 12:30	J. Christopher Westland (Hong Kong University of Science & Technology, Hong Kong)  This tutorial compares and contrasts the information systems provided by the Shanghai Stock Exchange and The Moscow Stock Exchange. The Shanghai Stock Exchange tutorial explores the importance of Shanghai Stock Exchange's high-speed matching and settlement systems, smart cards for broker-less trading and over 3000 brokerage rooms in boosting market turnover to an average of 2.5 share trades per year (versus about .7 share trades per year in most major exchanges). The Moscow Stock Exchange tutorial discusses Russia's 1992 privatization and voucher program. It continues by discussing the formation of the Moscow stock exchange with a focus on regulatory, information technology, and design process issues, and concludes with a discussion of the future direction of the Moscow exchange.	Chrysanthemum I
ET2	APRIL 6 (MON.) 14:00 ~ 17:30	An Introduction to the SET Protocol  Harold W. Lockhart Jr. (Platinum Technology, Solutions, USA)  Direct retail sales to consumers over the Internet has the potential to be a major form of Electronic Commerce. The ability to accept online payment in the form of credit cards is a key requirement for this market. Up until now, firms offering this capability have used methods that were insecure, proprietary or both. SET - Secure Electronic Transaction protocol proposes to change this. This tutorial provides a	Chrysanthemum I

		comprehensive introduction to both the business and technical aspects of this initiative. It will cover the history of the development of SET, the companies involved, the interoperability and branding activities and some of the field trials currently in progress. On the technical side, it will discuss the underlying technologies, the SET architecture, how the protocol operates, how it compares to major alternatives SSL and TLS, what does and does not do, some of the criticisms of SET and proposed enhancements for future versions of SET.	
ET3	APRIL 7 (TUE.) 09:00 ~ 12:30	Electronic Auction: Opportunities and Adoption Barriers  Ho Geun Lee (Yonsei University, Korea)  Electronic auction systems are special forms of electronic commerce, which use an auction mechanism to create market transactions. This tutorial introduces several electronic auction systems under operations around the world. Electronic auction systems covered by this tutorial range from several order-driven systems for financial stock exchanges to commodity trading systems, such as AUCNET for used-car transactions in Japan, CALM for livestock trading, Tele-Flowers for cut flower trading. Based upon the analysis of these systems, the tutorial discusses opportunities and barriers to adoption of electronic auction systems.	Chrysanthemum I
ET4	APRIL 7 (TUE.) 14:00 ~ 17:30	Cyber-Banking  Jack Hwang (Client Server Computing, Inc., USA)  This tutorial provides a systematic and comprehensive analysis of the technologies, the industries, and an online demonstration of how a cyber banking solution should perform, such as architecture, distributed object	Chrysanthemum I

		technologies, transaction processing technologies, server Partition in the cluster network, industry trends and facts, analysis of Cost/Performance of major competitors, solution recommendation, complete features of standard online banking transactions, unique additional features providing personalized online banking experience, high-speed, high-performance real-time transactions, and user-friendly and comprehensive user-interface.	
ET5	APRIL 6 (MON.) 09:00 ~ 12:30	Quasi-Naturally Occurring Experiments with Electronic Commerce Markets  Andrew B. Whinston (University of Texas at Austin, USA)  The methodology for "quasi-naturally occurring" experiments involves (i) developing analytical models of the electronic market of interest, (ii) deriving testable hypotheses regarding processes, technologies, strategies and market structures for electronic commerce, (iii) using a mix of real world and experimenter created artifacts to create the desired marketplace, (iv) setting incentives to parallel those found in the real world, (v) running the experiment for a sufficiently extended period of time to allow for the evolution of market dynamics, and (vi) checking for potential biases that might threaten the internal validity of the experiment.	Chrysanthemum II
ЕТ6	APRIL 6 (MON.) 14:00 ~ 17:30	Simulation in Virtual Organizations  Andrew Kusiak (The University of Iowa, USA)  The commerce of the future will involve virtual organizations, often competing on time based performance measures. The virtual organizations will have to fully understand not only their own processes, but also the ones of partnering entities. Process modeling and simulation are two	Chrysanthemum II

		important tools for tackling many issues arising in the creation of virtual organizations. The tutorial presents a systematic and hands on approach to forming successful virtual enterprises. Many of the issues discussed in the tutorial are illustrated case studies from industrial and service organizations.	
ET7	APRIL 7 (TUE.) 09:00 ~ 12:30	Extranet and Supply Chain Management  Efraim Turban (California State University, USA)  This tutorial will cover the fundamentals of the Extranet, including its benefits and technology. It will also deal with managerial issues of implementation ranging from justification to the use of the Internet vs. VPN. Next, the relationship between the extranets and supply chain systems will be highlighted. Of a special interest is the relationship with EDI and integration software (such as SAP). Finally, 10 successful cases will be presented.	Chrysanthemum II
ET8	APRIL 7 (TUE.) 14:00 ~ 17:30	Tuomas Sandholm (Washington University, USA)  Multi-agent systems can represent different real world parties, and they can have different preference structures. Multi-agent systems can save users' time, but they may also achieve better solutions (e.g. by enhanced negotiation and coalition formation) than human agents can in combinatorially and strategically complex domains. A key research goal is to design open distributed systems in a principled way that leads to globally desirable outcomes even though every participating agent only considers its own good and may act insincerely. Implementation experiences will be shared and examples of real-world applications will be presented.	Chrysanthemum II

ET9	APRIL 8 (WED.) 14:00 ~ 17:30	Practical Management of Trusted Third Parties for Certificate Authorization  Rory Brennan (Baltimore Technology, Ireland)  The EuroTrust Project primarily investigating the manner in which hierarchical trusted third parties operate, and how such a pan-national approach addresses the needs of end-users. The basic architecture of this system is based on breaking up the individual elements of the system into logical and discrete elements necessary for the implementation of a large scale hierarchical certification authority. This tutorial will also offer an opportunity to broaden the discussion to incorporate the wider aspects of trusted third parties and the certification model used in the context of the project, as well as legal, cultural and technical issues arising in the implementation of the EuroTrust model.	GCB II
ET10	APRIL 9 (THURS.) 11:00 ~ 12:30	Virtual Reality on the Internet  Steven H. Kim (Korea Advanced Institute of Science & Technology, Korea)  Virtual Reality(VR) offers a richer sensory experience, enabling spatial navigation in a simulated universe which can mimic reality or present an entirely novel world. The standard language for VR on the Internet is found in the Virtual Reality Modeling Language (VRML). This tutorial will present the basic concepts of VR as well as an introduction to VRML; the presentation will cover the elements of the language and its application to various fields ranging from simulation and training to education and entertainment.	GCB II

	APRIL 9 (THURS.)	Restructuring Business Processes and Relationships Using Electronic Commerce  Theodore H. Clark (Hong Kong University of Science and Technology, Hong Kong)  Electronic commerce applications have the potential to radically change the way that firms interact with both consumers and		
ET11	(THURS.)  14:00  ~  15:30	potential to radically change the way that	GCB II	

### **Scientific Program**

### **Korean Tutorial**

KT1	April 6 (Mon.) 09:00 - 12:30	Development of an Internet Shopping Mall with Meta-Malls Architecture  Yong Uk Song (International Center for Electronic Commerce)	Orchid I	
KT2	April 6 (Mon.) 09:00 - 12:30	Content Databases and Data Mining Agents in an Internet Environment  Steven H. Kim & Heeseok Lee (Korea Advanced Insititute of Scinece and Technology)	Orchid II	
КТ3	April 6 (Mon.) 14:00 - 15:30	Agent-Based Commerce  Eun-Seok Lee (Sung Kyun Kwan University)	Orchid I	
KT4	April 6 (Mon.) 14:00 - 15:30	Microsoft Vision and Strategy for Electronic Commerce  Koo Whan Lee (Microsoft)	Orchid II	
КТ5	April 6 (Mon.) 16:00 - 17:30	New Paradigm of Interactive Marketing: Case of Lotte Department Store  Hyeon-Gu Kang (Daehong Communications)	Orchid I	
KT6	April 6 (Mon.) 16:00 - 17:30	EC Status and Market Trends : Oracle Case Chung Eon Kim (Oracle)	Orchid II	
КТ7	April 7 (Tue.) 09:00 - 12:30	Intelligent Agent Applications in Internet Marketing: Present and Future  Kun Chang Lee (Sung Kyun Kwan University)	Orchid I	

КТ8	April 7 (Tue.) 09:00 - 12:30	Payment Security in Internet  Jae-Cheol Ryou (Chungnam National University)	Orchid II
КТ9	April 7 (Tue.) 14:00 - 15:30	Cyberbanking Service Strategy for the Era of Electronic Commerce  Hong Hee Kwak (Korea Financial Telecommunications and Clearings Institute)	Orchid I
KT10	April 7 (Tue.) 14:00 - 15:30	Secured Electronic Payment System: Cybertek Solution  Yeong-Kook Kim (Cybertek Holdings)	Orchid II
KT11	April 7 (Tue.) 16:00 - 17:30	Taxation for Global Electronic Commerce and Internet Round  Yeoul Hwangbo (Science and Technology Policy Institute)	Orchid I
KT12	April 7 (Tue.) 16:00 - 17:30	Evolution of Electronic Payment Methods and Reformation of Finance Industry  Weon-Cheol Whang (Hewlett Packard)	Orchid II
KT13	April 8 (Wed.) 11:00 - 12:30	An Internet Banking Solution in Korea  Wonjang Baek (Hankuk University of Foreign Studies)	GCB III
KT14	April 8 (Wed.) 14:00 - 15:30	Evolution of Quick Response and Internet EDI  Namjae Cho (Hanyang University)	GCB III
KT15	April 8 (Wed.) 16:00 - 17:30	Electronic Commerce and the Management of Network Organization  Eun Kim (National Computerization Agency)	GCB III

KT16	April 9 (Thurs.) 11:00 - 12:30	Web-based Logistics  Kyung-II Choe & Soung Ryong Yee (Hankuk University of Foreign Studies)	GCB III
KT17	April 9 (Thurs.) 14:00 - 15:30	CALS: Current Trends and Future Directions  Choon Seoung Leam (Yonsei University)	GCB III
KT18	April 9 (Thurs.) 16:00 - 17:30	Internet Marketing  Doo-Hee Lee (Korea University)	GCB III

### **Panel**

PNW1	APRIL 8 (WED.) 11:00 ~ 12:30	Editorial Policy of EC Journals  Chair: Vladimir Zwass	GCB II
PNW2	APRIL 8 (WED.) 11:00 ~ 12:30	Enterprise Resource Planning and the Internet  Chair: Heeseok Lee (KAIST, Korea) Panelists:  Padman Ramankutty (SAP, Germany) Nabil Adam (Rutgers University, USA) Myung-Hwan Ryu (LG-EDS, Korea)  During the past decade, organizations around the world have been implementing enterprise resource planning (ERP) packages at an accelerating rate as the unifying foundation for integrating information systems and databases. To date, the manipulated information has largely taken the form of text and numbers found in traditional database management systems. Moreover, the components of the ERP have in general been linked through proprietary internal networks. However, the dramatic growth of the World Wide Web in recent years, in conjunction with the proliferation of multimedia databases, underscores the need to extend the capabilities of ERP software along a number of dimensions. Examples of extended capabilities are found in the ability to handle multimedia documents with ease, ensure compatibility with the Web, and accommodate intelligent agents to assist in information processing. This panel will examine	Orchid II

		emerging directions in the adaptation of ERP to the conventions, standards, and opportunities of the Internet.	
PNW3	APRIL 8 (WED.) 16:00 ~ 17:30	Impact of EC on Market Intermediaries & Distribution Channels  Chair: Ho Geun Lee (Yonsei University, Korea) Panelists: Beat Schmid (University of St. Gallen, Switzerland) James C. Westland (HKUST, Hong Kong) Andrew B. Whinston (University of Texas at Austin, USA)  The increasing popularity of electronic commerce over the Internet has led many to predict that one of its effects will be the bypassing of traditional intermediaries/distribution channels. However, it is equally plausible that the Internet will promote the growth of a new generation of intermediaries, instead of pushing traditional intermediaries out of the market process. The panel will discuss, compare and criticize these two conflicting views of the impact of electronic commerce on market intermediaries and distribution channels. What will be the strategies of traditional and new intermediaries in the networked market? The goal of the panel is to produce a consensus among the panelists and audience by consolidating several different views on these issues.	Chrysan- themum
PNT1	APRIL 9 (THURS.) 11:00 ~ 12:30	Multimedia and Virtual Reality in the Age of Networks  Chair: Hyeong Seok Ko (Seoul National University, Korea) Panelists: Tae-Hwa Lee (Korea Multimedia Association, Korea) Heedong Ko (KIST, Korea) Mi Jung Kim (Ewha Women's University, Korea)  The invention of World Wide Web has brought online multimedia applications into the mainstream. More recently, the Virtual Reality Modeling	Orchid II

		Language (VRML) brings the promise of a richer interactive experience and paves the way for the much-awaited worlds of cyberspace. This panel will cover the technologies, standards and applications relating to processing, storage, communication, and user interfaces. Related topics include the interplay of content versus medium as well as concept creation and business issues for product development.	
PNT2	APRIL 9 (THURS.) 14:00 ~ 15:30	Chair: Kunwoo Lee (Seoul National University, Korea) Panelists: Soon Hung Han (KAIST, Korea) Chan Mo Park (POSTECH, Korea) Jounghyun Gerry Kim (POSTECH, Korea) The proliferation of online databases and collaborative tools provides the foundation for a new era of productivity. A prominent class of applications relates to product design, whose ultimate physical embodiment as a tangible object underscores the utility of employing multimedia data structures during the entire lifecycle, from conception and synthesis to production and maintenance. This panel will address advanced applications of design in the cyber age as well as directions for the future.	Orchid II
PNT3	APRIL 9 (THURS.) 16:00 ~ 17:30	Promoting Creative Education and Commercial Innovation on a Wired Planet  Chair: Steven H. Kim (KAIST, Korea) Panelists: Younsoon Cho (Ewha University, Korea) Keedoo Hong (Small & Medium Business Administration, Korea) Dong-Yol Yang (KAIST, Korea)  Creativity and its application represent the well springs of societal progress. In fact, civilization itself is based on technological advances and artistic innovation. Despite the central importance of creativity, few institutions or programs in society are directed toward the explicit nurturing of creative problem solving. In fact, a widely expressed sentiment around the world is that the educational	Orchid II

system destroys the creativity which flowers so naturally in the young. In an era of accelerated change, the need to promote creative problem solving at school, work, and home looms larger than ever before. This panel will explore the nature of creativity, the hurdles to its nurturing, and methods to enhance innovation in a knowledge based society. **Entrepreneurship and Venture Business in the Electronic Age** 

Chair: Hong Sik Shinn (SynTech, Korea) Panelists:

> Joon Hyun Nam (Ministry of Information and Communication, Korea) In-Suk Nam (Ministry of Commerce, Industry and Energy, Korea) Joon Sik Lee (Seoul National University, Korea)

## APRIL 9

(THURS.)

PNT4

11:00

12:30

To be a leader in the age of information, a nation must develop a competitive advantage in novel technologies; perhaps the core competence lies in informatic skills, which affect all other spheres of life and work in a fundamental way. In this context, the critical tasks for governments lie in engendering technological innovation, ensuring affordable access to versatile communication technologies, and promoting commercial activity in cyberspace. Consequently the statesman, technologist, and

entrepreneur must work synergistically to realize the promise of information technologies for national welfare in the new millennium. This panel will examine the role of information technology as a target industry and an enabling tool for business ventures. Topics of interest include opportunity assessment, technology-push versus market-pull, staffing, business plans, venture financing, product development, marketing vehicles, joint ventures, global strategy, and harvesting value. The respective roles of government agencies, universities, and private firms will serve as a central theme of the panel.

Lotus

	APRIL 9 (THURS.)	Finance and Capital Markets in the Digital Era  Chair: Ingoo Han (KAIST, Korea) Panelists: R. Samuelson (SBC Warburg Dillon Read, Switzerland) Judy Taylor (Monash University, USA) Fred Becker (USAsia, USA) Jong Ryeul Gong (Ministry of Information & Communication, Korea) Ki Sung Chung (TeraSource Venture Capital, Korea) Steven H. Kim (KAIST, Korea)	
PNT5	14:00 ~ 15:30	Financial markets are regarded as some of the most efficient institutions in the economy. This is highly fortunate, since capital markets serve to allocate financial resources to the most productive sectors in industry. The increasing availability of financial data online, however, offers a new level of access to information not only to large firms but individual investors. This is a key factor in the continuing disintermediation of financial organizations such as banks. This panel will explore the impact of online services and telecommunications on the financial sector in general. In addition, emerging trends in the role of capital markets in financing business ventures will be discussed.	Lotus

### **Scientific Program**

# Workshop

		Agent-Mediated Electronic Commerce	
		Chair: Pattie Maes, David Cliff (MIT, USA)	
		Topic 1: Building Agent Marketplaces	
	APRIL 8 (WED.)	The Fishmarket Project Pablo Noriega	
		The SICS Market Space Joakim Eriksson	
ws		Topic 2: Multi-agent Coordination & Cooperation in E-Markets	Orchid
VVS	14:00	Multi-agent Systems and Coalition Formation Tuomas Sandholm	II
	~	Agent Coordination and Cooperation Alfredo Milani	
	17:30	Topic 3: E-commerce Infrastructure and Ontologies	
		CommerceNet Infrastructure Efforts Jay M. Tenenbaum	
		Evolving E-commerce Ontologies Lennart Isaksson	
		Workshop Homepage: http://ecommerce.media.mit.edu/icec-amec	

### **Technical Session**

TSW1	APRIL 8 (WED.) 11:00 ~ 12:30	Agent-Based Electronic Commerce I (Chair: Sung Joo Park, KAIST)  Agent-mediated Electronic Commerce: An MIT Media Laboratory Perspective Alexandros Moukas (MIT), Robert Guttman (MIT), Pattie Maes (MIT)  Agents-based Framework for Brokerage Between Buyers and Sellers on Electronic Commerce Jong-Jin Jung (Inha Univ.), Dae-Yeon Hwang (Inha Univ.), Seung-Bum Jeon (Inha Univ.), Geun-Sik Jo (Inha Univ.)  ICOMA: Agent-based Intelligent Electronic Commerce System on the Internet Jae-Yeon Kang (SungKyunKwan Univ.), Jin-Goo Lee (SungKyunKwan Univ.), Eun-Seok Lee (SungKyunKwan Univ.)	Orchid I
TSW2	APRIL 8 (WED.) 14:00 ~ 15:30	Electronic Payment & Intelligent Agents (Chair: Wolfgang Koenig, Johann Wolfgang Goethe Univ. of Frankfurt)  Electronic Card Payment Systems in Electronic Commerce Joseph Brahm (CSULB), Efraim Turban (CSULB)  Intelligent Agents Based Virtually-Defaultless Check System: SafeCheck System Han Seong Yoon (KAIST), Jae Kyu Lee (KAIST)  A Framework for Applying Intelligent Agents to Support Electronic Commerce Ting-Peng Liang (NSYU), Jin-Shiang Huang (NSYU)	Orchid I
TSW3	APRIL 8	Productivity through Networking (Chair: Nabil Adam, Rutgers University)	Orchid I

	(WED.) 16:00 ~ 17:30	An Electronic Mall Approach for Media-Based Learning Christian Langenbach (Univ. of Erlangen- Nuremberg), Freimut Bodendorf (Univ. of Erlangen-Nuremberg)  Integration of Heterogeneous CAD Database Using STEP and the Internet Yongjae Shin (KAIST), Soon-Hung Han (KAIST)  Promoting Economic Development through Informatic Ventures Steven H. Kim (KAIST)	
		Data Mining and Knowledge Discovery for Electronic Commerce (Chair: Jae Sik Lee, Ajou University)	
TSW4	APRIL 8 (WED.)	Providing Advanced Services in Cyberspace through Data Mining: Application to Financial Forecasting Steven H. Kim (KAIST)	
	11:00 ~ 12:30	Intelligent Product Information Gathering and Filtering System In-geol Chun (SERI), Jin-gang Kim (SungKyunKwan Univ.), Eun-seok Lee (SungKyunKwan Univ.)	Camellia
		Recommendation of EDI Controls using Casebased Reasoning and Relational Database Sangjae Lee (KAIST), Ingoo Han (KAIST)	
TSW5	APRIL 8	Economic Issues in EC (Chair: Christian Langenbach, Univ. of Erlangen-Nuremberg)	
	(WED.) 14:00	Economic Foundations of Electronic Commerce - A Sketch of a Theoretical Framework - Gerhard Hanappi (Univ. of Technology of Vienna), Eduard Rysavy (Austrian Academy of Sciences)	Camellia
	~ 15:30	On European Monetary Union and Its Lessons for Currency Integration in the Global Electronic Economy< Steven H. Kim (KAIST)	
		The Research of A Conceptual Model of Service	

		Quality for Electronic Shopping Store - Case of Taiwanese Companies Wen-Hsiung Wu (National Kaohsiung Inst. of Technology)	
		Digital Library and Education (Chair: Andrew Kusiak, University of Iowa)	
	APRIL 8 (WED.)	Reengineer the Distance Learning Industry through Electronic Commerce Karl R. Lang (HKUST), J. Leon Zhao (HKUST)	
TSW6	16:00 ~	En(WEB)bing the Tyrant of Distance - Inter/Intranet Developments at Edit Cowan University Dieter Fink (Edith Cowan Univ.), Colin Ash (Edith Cowan Univ.)	Camellia
TSW7	17:30	Developing Web Page in an Academic Institution: A Department's Experience Jeanne Wong (Univ. of Wollongong), Celia T. Romm (Univ. of Wollongong)	
		Security and Authorization (Chair: Karl Kurbel, Europe Univ. Viadrina)	
	Key Issues in Ensuring Security and Trust in Electronic Commerce - The Example of the German Digital Signature Act - Thomas F. Rebel (Johann Wolfgang Goethe Univ. of Frankfurt), Wolfgang Koenig (Johann Wolfgang Goethe Univ. of Frankfurt)  11:00	Lotus	
	~ 12:30	Public Key Authentication Framework (PKAF)  Michael Baker (AOEMA)  Web Based Identity Verification Using Keystroke  Dynamics  Sungzoon Cho (POSTECH), Chigeun Han (Kyung Hee Univ.), Dae Hee Han (POSTECH), Hyung-II	
TSW8	APRIL 8	Kim (Kyung Hee Univ.)  Electronic Auctions (Chair: Claudia Schmidt, University of Giessen)	Lotus

	(WED.)  14:00  ~  15:30	AUCNET's Third Challenge: Critical Success Factors for New Entrants Using Electronic Markets Tomoyoshi Matsuda (Chiba Univ.), Eric van Heck (Erasmus Univ. Rotterdam)  Impacts of Electronic Marketplaces on Product Prices: An Empirical Study of AUCNET Case Ho Geun Lee (Yonsei Univ.), James C. Westland (HKUST), Sewon Hong (Yonsei Univ.)  Electronic Auction as Matching Business for Perishable Goods: Flower Auctioning on Internet Andres Crosa (Tokyo Inst. of Tech.), Seiichi Matsuhashi (Tokyo Inst. of Tech.), Junichi lijima (Tokyo Inst. of Tech.)	
TSW9	APRIL 8 (WED.) 16:00 ~ 17:30	EC Business Models and Architecture (Chair: Ting-Peng Liang, National Sun Yat-sen University)  A Comparison Shopping Architecture over Multiple Malls: The Meta-Malls Architecture Jae Kyu Lee (KAIST), Yong Uk Song (KAIST), Jae Won Lee (KAIST)  Architecture of a Sales Agent for Part Manufacturers in the Internet Environment: VMSA Hyung Rim Choi (Dong-A Univ.), Hyun Soo Kim (Dong-A Univ.), Young Jae Park (Dong-A Univ.), Kyoung Hwan Kim (Dong-A Univ.), Myung Ho Joo (Dong-A Univ.), Hyung Soo Sohn (Dong-A Univ.)  A Study on the Theory and Practice of Chinese Electronic Commerce Li Qi (Shaanxi Institute of Finance and Economy)	Lotus
TST1	APRIL 9 (THURS.) 11:00 ~ 12:30	Regional Studies in EC (Chair: Vladimir Zwass, Fairleigh Dickinson University)  ECR: A Cross Cultural Comparison between Hong Kong and the U.S.A. Theodore H. Clark (HKUST)  Benefits and Shortcomings of Business Internet Use: Conclusions from an Empirical Study of German Companies	Orchid I

	17:30	(Yonsei Univ.), Jinwoo Kim (Yonsei Univ.)  Critical Failure Factors that Discourage Electronic Commerce Growth  Kyeong Seok Han (Soong Sil Univ.), Mee Hyun Noh (Soong Sil Univ.)	
TST3	16:00	The More Links, The More Convenient Shopping?: An Experimental Study of the Link Structure for Cyber Shopping Malls Byunggon Yoo (Yonsei Univ.), Hyunjung Kim	Orchid I
	APRIL 9 (THURS.)	Behavior Analysis in EC II (Chair: Shirley Gregor, Central Queensland University)  Raising Awareness of Electronic Commerce Issues Among Small and Medium Enterprises Dieter Fink (Edith Cowan Univ.), Raj Gururajan (Edith Cowan Univ.)	
TST2	APRIL 9 (THURS.) 14:00 ~ 15:30	Survey and Prospect of China Electronic Business Li Qi (Shaanxi Institute of Finance and Economy)  Behavior Analysis in EC I (Chair: Dieter Fink, Edith Cowan University)  Appropriate Tasks for Electronic Mail and Implications for Electronic Commerce: A Case Study Nittaya Jariangprasert (Central Queensland Univ.), Shirley Gregor (Central Queensland Univ.)  An Exploratory Research on the Korean Consumer Attitude at the Electronic Market Sang Yong Kim (Hallym Univ.), Namjae Cho (Hanyang Univ.), Jungduk Kim (Chung-Ang Univ.), ChoongNyung Kim (Hallym Univ.)	Orchid I

	(THURS.)  11:00  ~  12:30	Innovation and Taxes: A Financial Analysis of Fiscal Impacts on Investments in Electronic Markets and New Products Hans Ulrich Buhl (Univ. of Augsburg), Stefan Volkert (Univ. of Augsburg)  A Global Consumption Tax and Electronic Collection Systems: Comsumer Delivered Sales Tax Yeoul Hwangbo (STEPI), Jae Kyu Lee (KAIST)  The Impact of EDI Controls on EDI Performance: A Structural Equation Model Sangjae Lee (KAIST), Ingoo Han (KAIST)	
TST5	Cyber Marketing (Chair: Alfredo Milani, University of Perugia)  Where to Put Your Billboard on the Information Superhighway?: A Framework for Development of an Integrated Toolkit for Managing Web-based Advertising Byungtae Lee (The Univ. of Arizona), Jinsoo Park (The Univ. of Arizona), Yousub Hwang (The Univ. of Arizona)		Camellia
TST6	APRIL 9 (THURS.) 16:00 ~ 17:30	THURS.)  (Chair: Junichi lijima, Tokyo Institute of Technology)  COOPBOT: Distributed Cooperating Agents for Electronic Markets  Alfredo Milani (Univ. of Perugia), Stefano Marcugini (Univ. of Perugia)  Time-Bounded Negotiation Framework for	

		Kyoung Jun Lee (ICEC), Yong Sik Chang (KAIST)  Auctions in Electronic Commerce - Efficiency versus Computational Tractability - Peter Gomber (Univ. of Giessen), Claudia Schmidt (Univ. of Giessen), Christof Weinhardt (Univ. of Giessen)	
	APRIL 9	Intelligent Decision Support (Chair: Byungtae Lee, The University of Arizona)	
	(THURS.)	A Study on the Development of Information Management System in the Heterogeneous- Distributed Environment	
TST7	16:00	Chang-Hyuk Cho (SERI), Seok-Chan Jeong (SERI), Kyung-Joon Ju (SERI), Sang-Bong Park (SERI)	Lotus
	17:30	A DSS Framework in the EC Environment Hyung Rim Choi (Dong-A Univ.), Andrew B. Whinston (Univ. of Texas at Austin), Hyun Soo Kim (Dong-A Univ.)	

## **Case & Product Sessions**

		Hewlett Packard Korea Ltd. (1)	
		HP's Electronic Payment Solution	
		Kyung-Ryool Choi (Senior Consultant)	
CP 1	APRIL 8 (WED.) 11:00 ~ 12:30	In the spot of electronic commerce, there are several participants who talk each other not face-to-face but screen-to-screen. They may use different languages, currency and different systems and networks. So those engaged people should have some common way to exchange information for commerce. The core of this information is about payment and the most popular payment method which is accepted world wide is credit card. SET protocol is the most realistic answer for this requirement and initiated by MasterCard and Visa International. VeriFone is a pioneering company in the payment technology. VeriFone SET solution satisfies all the specifications of SET1.0 and also supports another functionality to give fast and flexible integration with existing merchant systems and several blockbuster merchant solutions.	Chrysa nthemu m
	Chair: Namjae	International Center for Electronic Commerce (ICEC)	
	Cho	ICEC's Meta-Malls Architecture	
	(Hanyan g	Yong Uk Song (Chief Researcher)	
	Universi ty)	ICEC (http://icec.net) has been developing a SET-based virtual shopping mall system that implements innovative features such as one-stop comparison shopping and one-stop payment. The one-stop payment and multiple perspective comparison shopping over multiple electronic shopping malls is realized by electronic shopping bag system in customer's side, which integrates the digital wallet and an electronic shopping cart into one client software. The digital customer certificates are issued from certificate authority system by on-line and saved on customer's PC or IC card.	
СР	APRIL 9	Compaq Computer Korea Ltd.	Chrysa

2	(THURS .)  11:00  ~  12:30  Chair: Young Whan Kim (Korea	Compaq's EC Solutions and Case Study  Sang Hoon Han (Senior Analyst)  In the presetation, we explain Compaq Electronic Commerce solutions, strategy, EC marketplace and opportunity, and we analyze the features of Compaq EC Solutions (iTP Payment, iTP Virtual Store, Certification Security System, Atalla and Intelligent Controller) and SET payment messaging architecture to be suited to Korea EC Environment more clearly. Using Compaq's strengths, we propose why Compaq for Electronic Commerce and describe the market share of Compaq in the finance institution and banking industry. Following the example of Compaq oversea EC reference sites, we analyze the environments and the cases, and we explain	nthemu m
	Teleco m)	the application and the direction of growth of Local EC Environment. We explain the significance of SET Mark, the status of SET Mark acquisition of Compaq EC Solution and test items (compatibility, interoperability and compliance).  Hewlett Packard Korea Ltd. (2)  Internet Security Total Solution	
		Hee-Tae Shin (Senior Consultant)  We have faced more and more security crises in portion to increase of open system infrastructure. Especially, internal user is not the only colleague, but hacker. At the electronic commerce environment, it is necessary to make your merchant/payment system safety. So we have to get some alternatives to tide over the security crises. Hewlett-Packard has a framework to get over the crises. Its Praesidium will give you all security solution that you want at any environments. It supports all parts of security, authentication, authorization, data protection, non-repudiation, security manage and security consulting. Praesidium will make your company hacker-free.	
СР	APRIL 9	IBM Korea	Chrysa

3	(THURS	Electronic Commerce and e-business	nthemu m
	, ,	Young Chung Park (e-business Strategy Advisor)	
	14:00	Increase of Internet upons is expensation and Internet	
	~	Increase of Internet users is exponential, and Internet has positioned it as a core technological element of	
		connecting each other as I/T and socioeconomy are	
	14:45	moving toward the networked society. The session	
		covers and discusses on Internet application areas, Electronic Commerce and e-business. It views IBM's	
		perspectives and products/solutions on electronic	
	Chair :	commerce that assures secure payment and trust	
		between parties involved. In addition, it introduces e-	
	Kang	business which is for enterprises to provide new services	
	Tae Lee	and values to their customers by integrating I/T and web	
	(LG	technology to apply core business processes with the	
	Mart)	Internet. It covers IBM strategy, applications, products, solutions, and services offerings to make e-business real to the enterprises	

## Scientific Program

# **Electronic Commerce Award Competitors' Session**

		VeriFone	
	APRIL	VeriFone's Integrated Payment Solutions (IPS)	
	8 (WED.)	Jae-Geun Kim (Director, Solution Services)	
AC	14:00 ~ 15:30 Chair: Sung	VeriFone provides hardware and software systems that enable secure electronic payment among consumers, merchants and financial institutions. As a leader in electronic payment systems for the merchant countertop, we support the broadest range of applications in the industry. Our comprehensive product line includes credit, debit and smart card payment systems; application, network and communications software; and Internet commerce products. In addition, we offer the most comprehensive customer service in our industry, as well as product financing and consulting services.	Chrysanthemum
	Deok Cha (KAIST)	CyberCash, Inc.	
	(32)	The Future of Money	
		Frank Nowakowski (Director of Global Business Development, Asia Pacific)	

## **Social Programs**

#### **WELCOME CEREMONY & RECEPTION**

- Date & Time: April 8 (Wed.), 6:00 9:00 p.m.
- Place: Grand Celadon Ballroom, Hotel Inter-Continental Seoul
- Price: Free of charge for participants in technical sessions. Student and tutorial participants may purchase a ticket at US\$30. (Extra ticket purchase for regular participants: US\$40.00)

#### **BANQUET**

- Date & Time: April 9 (Thurs.), 7:00 9:30 p.m.
- Place: Grand Celadon Ballroom, Hotel Inter-Continental Seoul
- Price: US\$40.00 for registrants (Extra ticket purchase: US\$50.00)

## **Accommodations**

The Organizing Committee has reserved sufficient rooms at discount convention rates for the conference in a number of hotels which are easily accessible by taxis and shuttle buses to the main conference venue. For information on transportation and shuttle bus service, please click "General Information".

#### LIST OF HOTELS AND RATES

Grade	Hotel	Room Type	Rate	Address/Tel/Fax	Distance
Super	Hotel Inter- Continental Seoul	Single or Twin	£Ü176,000 (US\$118)	159-8 Samsong-dong, Kangnam-gu, Seoul 135-732 Tel: +82-2-555-5656 Fax: +82-2-552-6422	Conference Venue
Deluxe	Hotel New World	Twin	£Ü107,200 (US\$72)	112-5 Samsong-dong, Kangnam-gu, Seoul 135-090 Tel: +82-2-557-0111 Fax: +82-2-557-0141	15 minutes by taxi from venue.
Deluxe	Deluxe Hotel Riviera Seoul	Double	£Ü100,000 (US\$67)	53-7 Chongdam-dong, Kangnam-gu, Seoul 135-100	15 minutes by taxi from venue.
		Seoul	Twin	£Ü110,000 (US\$74)	Tel: +82-2-541-3111 Fax: +82-2-546-6111
1 <sup>st</sup>	Samjung Hotel	Double or Twin	£Ü84,000 (US\$56)	604-11 Yoksam-dong, Kangnam-gu, Seoul 135-060 Tel: +82-2-557-1221 Fax: +82-2-556-1126	20 minutes by taxi from venue
ond	Clover Tourist	Single	£Ü75,000 (US\$50)	129-7 Chongdam-dong, Kangnam-gu, Seoul 135-100	15 minutes by taxi from venue.
2 <sup>nd</sup>	Hotel	Twin	£Ü85,000 (US\$57)	Tel: +82-2-546-1411~6 Fax: +82-2-544-1340	Complementary shuttle service available
Inn	Kumsong Inn	Double or Ondol Floor	£Ü39,000 (US\$26)	143-27 Samsong-dong, Kangnam-gu, Seoul 135-732 Tel: +82-2-568-7231/3	10 minutes on foot

#### Note:

- 1. Room rates are effective in Korean Won only. Exchange rate is variable and rates in the US dollar shown in the above table are calculated based on average exchange rate of approximately ₩1,500 per dollar as of January 1998.
- 2. 10% service charge and 10% VAT will be added to the room rate except for Clover Tourist Hotel and Kumsong Inn.

#### **RESERVATION**

To make a hotel reservation please complete the Hotel Reservation Form. April is a relatively high tourist season in Seoul, so please return the completed form and credit card details or deposit as early as possible. *Forms and deposits must be received by ICEC '98 Secretariat before March 10, 1998.* 

#### **HOTEL DEPOSIT**

A deposit for one night must be paid when making your reservation. The deposit is per room and is the same irrespective of the length of your stay. Please see the Hotel Reservation Form for details.

#### **CONFIRMATION OF HOTEL BOOKING**

Upon receipt of the Hotel Reservation Form and the hotel deposit, a document confirming that the booking has been made will be sent to the participant. The deposit, which will be paid to the hotel, will be deducted from the participant's hotel bill on presentation of this document. Please note that this document is a proof that the booking has been made and the deposit received. If for any reason a booking has to be changed, the original document must be returned to the ICEC '98 Secretariat so that a new one can be issued.

#### **CANCELLATION & CHANGES**

All cancellation or changes must be notified, **in writing**, to the Secretariat. All bank service charges are to be paid by the registrant.

Received until March 25, 1998	Received after March 25, 1998
50% refunded	No refund

## **General Information**

#### **SEOUL - THE VENUE CITY**

Seoul is both the capital and the heart of the Republic of Korea, containing about 11 million of the nation's 45 million people. It was a seat of government in the Paekche Kingdom more than 1,500 years ago, but the city's true genesis occurred in 1394, when it became the capital during the Choson Dynasty (1392-1910). Standing at the crossroads of a glorious past and a promising future, it is noted for its major historical as well as cultural and natural attractions. Visitors to modern Seoul can still experience the essence of the ancient Orient which lingers in and around the old palaces, the imposing city gates and the serene temples in the midst of the skyscrapers and modern architecture of the thriving international city of today. The ceremonial and social components of the conference will provide participants with the opportunity to enjoy some of the city's fascinating attractions.

#### **KOREA - THE COUNTRY**

Korea is truly remarkable place - a land that deserves to be better known. There are so many things to see and do in Korea that you are sure to find the attraction that is the perfect match with your needs. Korea's rugged mountainous terrain and hundreds of miles of coastline provide unlimited scenic beauty and opportunities for outdoor activities all throughout the year. But scenic wonders are not the only attraction of Korea. Evidence of Korea's unique 5,000-year-old history and culture can be found everywhere. Every city and village has their share of traditional festivals which preserve the old ways of life, but have been updated to cater to the comforts of foreign visitors. For the more leisure-minded, Korea's world-class resorts offer the ultimate in leisure facilities. Shopping opportunities are abound in Korea, from the local specialty, arts, and crafts available at the traditional festivals and town markets to the bargain-priced designer fashions and leather goods in Itaewon. And the unique Korean cuisine has flavor sure to please every palate.

## **CLIMATE AND DRESS**

Korea lies in the Temperate Zone and has four distinct seasons. In late March or early April, the trees burst into leafy splendor to mark the beginning of spring. Cherry blossoms, forsythia, azaleas, magnolias and lilacs bloom in April. The weather will be generally sunny and the average temperature in Seoul in April is  $18_{\dot{1}}$ É (64¢ $\mu$ ). You may bring warm jacket or sweater, for the weather gets chilly in the evening.

### FOREIGN CURRENCY EXCHANGE

The unit of Korean currency is Won (£Ü). Currencies of major nations, foreign notes, and traveler's checks can be exchanged into Korean Won at any banks or major hotels. The exchange rate is subject to vary. As of January 1998, US\$1 is equivalent to approximately £Ü1500. Many Korean stores, major hotels, department stores and restaurants will accept major credit cards such as VISA, MasterCard and American Express.

#### **ELECTRICITY**

In Korea, outlets for both 110 and 220 volts are available.

#### OFFICIAL INVITATION

The Organizing Committee will be pleased to send an official letter of invitation to those making the request. It is understood, however, that such an invitation is intended to assist potential participants to raise travel funds and/or to obtain visa. It is in no way to be construed as a commitment or intent on the part of the Conference to provide any financial support or assistance.

#### **TRAVEL**

Kimpo International Airport, the main gateway to Korea, can easily be reached as most major international airlines maintain a regular flight service, with over 500 flights per week between Seoul and other major cities of the world.

#### **VISA**

Citizens of countries which have reciprocal visa exemption arrangements with Korea are not required to have a visa to enter Korea for a short stay. Usually visitors with confirmed outbound tickets might stay in Korea for up to 15 days without visas. Citizens of all other countries must obtain a visa from a Korean embassy or consulate prior to entering Korea. When uncertain as to the requirement for an entry visa to Korea, please consult with nearby Korean Embassy or Consulate Office. If there are anyone who has trouble obtaining a visa, please submit the following information to the Secretariat in order to initiate the visa application procedures:

- Name in full (Name in Chinese characters also for Chinese citizen)
- Date and place of birth, nationality
- Address, telephone, fax numbers for home and affiliated organization
- Name of the organization and position/job title held
- Full itinerary in Korea with dates and purposes
- A copy of job certificate

#### **TRANSPORTATION**

¢Ä How to get to the Conference Venue from the Airport

The conference venue, Hotel Inter-Continental Seoul is located approximately 38 kilometers from Kimpo International Airport. There are several convenient ways of transportation from the Airport including Airport Limousine Bus, KAL Limousine Bus, and taxi.

KAL Limousine Bus (Line 5) departs terminals 1 and 2 of the Kimpo International Airport every 20 minutes from 6 44 a.m. to 9:44 p.m. It makes stops at Hotel Riviera Seoul, Hotel Inter-Continental Seoul and Hotel New World. The fare is £Ü5,000 (approximately US\$3.25). The non-stop Airport Limousine Bus service to the Korea City Air Terminal (KCAT), located next to the Hotel Inter-Continental Seoul, is another convenient mode of transportation. It runs every 10 minutes between the hours of 07:00 and 22:10 from the airport with an average travel time of one hour. The fare is £Ü4,500 one way.

There are two types of **taxis** in Seoul. One is deluxe taxi which is black with a yellow sign on the roof, named "Mobum Taxi". Deluxe taxis are more comfortable but more expensive, charging a basic fee of £Ü3,000 for the first 3km and £Ü200 for each additional 250m and 60 seconds if the speed drops below 15km per hour. The regular taxis charge a basic fee of £Ü1,000 for the first 2km and 100 for each additional 279km or 67 seconds.

## ¢Ä How to get to ICEC '98 Hotels from the Airport

Hotel New World:	Take KAL Limousine Bus (Line 5).
Hotel Riviera Seoul:	Take KAL Limousine Bus (Line 5).
Clover Tourist Hotel:	Take KAL Limousine Bus (Line 5) and get off at Hotel Riviera Seoul. Clover Tourist Hotel is across the street from Hotel Riviera Seoul.
Samjung Hotel:	Take KAL Limousine Bus (Line 3) and get off at Novotel Ambassador, then walk approximately 5 minutes to east.
Kumsong Inn:	Take KAL Limousine Bus (Line 5) and get off at Hotel Inter- Continental Seoul. It is within walking distance from Hotel Inter-Continental

## **Tour Programs**

#### SEOUL AND VICINITY TOURS

#### D - 1. Traditional Culture Tour

Daily 09:30 - 12:30 /£Ü42,000 pax (minimum 4 persons)

Unhyon Palace - Tapkol Park - Insadong Alley - Banyaro Tea Institute

**Unhyon Palace** was built as a private house of Hungsun Taewon-Kun, Lee Ha-ung (1820-1898), father of King Kojong(1852-1919), the 26th monarch of the Choson Dynasty (1392-1910). It was here that King Kojong was born and lived until the age of 12. **Banyaro**, a famous tea ceremony institute which preserves the tradition of Korean tea ceremonies, offers you a lecture on tea ceremony for 40 minutes. The lecturer, Chae Won-Wha, will explain tea-related stories, while serving hand-made tea in an iron pot on firewood. She was chosen as a successor of traditional tea ceremony demonstrator on Nov. 29, 1994. **Tapkol Park** is historically notable as the place where the Korean Declaration of Independence was read on March 1, 1919, starting the March 1 Independence Movement against the occupying forces of Japan. Today, it is a popular meeting place for senior citizens.

### D - 2. Hiking Mt. Pukhansan National Park & Korean Temple Tour

Daily 08:30 - 12:30 / £Ü42,000 pax (minimum 4 persons)

**Mt. Pukhansan** is the only national park in the Seoul metropolitan area. With many Buddhist temples scattered Mt. Pukhansan has many changing faces depending on the time of day and season. Its peaceful surroundings provide the citizens of Seoul with joy and relaxation. **Sunggasa Temple** is located about one kilometer east of Pibong Peak on Mt. Pukhansan. The peak is famous for the stone monument built by King Chinhung of the Shilla Kingdom to clarify the kingdom's boundary. Originally constructed by Monk Sudae, the temple was rebuilt many times during the Koryo and Choson Dynasty. The Seated Buddha carved on a rock (Treasure No. 215) attracts people's attention.

### D - 3. Morning City Tour

Daily 09:30 - 12:30 / £Ü25,000 pax (minimum 2 persons)

Kyongbok Palace - Folk Museum (Toksu Palace - National Museum on Tuesdays) - Pass by the Blue House (Presidential Residence) - Chogyesa Temple - Amethyst Factory

**Kyongbok Palace** was built in 1394 as the main palace of Choson Dynasty. This royal residence is a favorite attraction for foreign tourists with its charming array of ponds, pavilions and pagodas. On the palace grounds are the **National Fok Museum** which exhibits ethnographic materials related to the traditional Korean way of life. **Chogyesa Temple** is the headquarters of the Chogyejong, a major sect of Korean Buddhism. This is one of the most famous temples within the city limits.

### D - 4. Korean Folk Village Tour

Daily 13:00 - 17:30 / £Ü42,000 pax (minimum 2 persons)

Hotel - Korean Folk Village - Hotel

If you are interested in stepping back 100 or more years, then you should visit the **Korean Folk Village**. This is an actual working community with potters, millers, weavers, smiths, and other craftsmen at work, like their ancestors once had. There are reconstructed typical farm house of every province of Korea, noble mansions, an outdoor market place with plenty of crafts and tasty treats for sale.

#### D - 5. Full Day Seoul Tour

Daily 09:30 - 17:30 / £Ü68,000 pax (minimum 2 persons)

Kyongbok Palace (Toksu Palace on Tuesdays) - Folk Museum - Pass by the Blue House - Chogyesa Temple -

Amethyst Factory - Korean BBQ Lunch - Korean Folk Village

This tour is composed of the palace, museum, temple and folk village to help you better understand traditional Korean culture. (See D-3 and D-4 for details.)

### D - 6. Afternoon City Tour

Daily 13:30 - 17:00 / £Ü30,000 pax (minimum 2 persons)

Changdok Palace - Secret Garden (Kyongbok Palace on Mondays) - Insadong Alley - Pass by The Blue House - Namdaemun Market - Amethyst Factory

Changdok Palace was built as the eastern detached palace of Kyongbok Palace. It has many tourist attractions including authentic Korean style rear houses. Piwon (Secret Garden) is the name of an orthodox royal rear court in the charming Changdok Palace where you can have a peep into King's private garden. Insa-dong is a narrow street lined with antique stores, art galleries, and second-hand book stores, where visitors can wander and browse at leisure.

#### D - 7. North-Korean 3rd Tunnel & DMZ Observation

09:00 - 16:00 (except Monday) / £Ü50,000 pax (minimum 4 persons)

Freedom Bridge - Memorial Hall - Observatory - 3rd Tunnel - Unification Village - Imgingak Park - Amethyst Factory

This is perhaps one of the most unusual tourist destinations in the world. The **North Korean Tunnel**, 1"ö hours drive from Seoul, was designed to make a surprise attack on Seoul. This tour is a real eye-opening experience and will leave you with a dramatic sense of the tremendous tragedy of separated families, the division of the peninsula, and the hopes for reunification.

## D - 8. Everland Fantasy

Tour

http://www.everland.samsung.co.kr

Daily 09:00 - 18:00 / Adult £Ü55,000 pax, Child £Ü49,000 pax (minimum 4 persons)

You will enjoy the seasonal flower festival, live performances, and the world of fun and excitement. The **Everland** presents dreams & hopes for children, excitement & romance for adults. Experience new adventure at Yong-in Everland.

<sup>\*</sup> Please bring your passport to participate in this tour.

## D - 9. Korean Traditional Performing Arts Tour

17:30 - 22:00 (Every Tuesday & Friday) / £Ü62,000 pax (minimum 2 persons)

You can enjoy Korean Traditional Performing Arts Series at Chongdong Theater in downtown Seoul. **Chongdong Theater** will take you to the world of Korean artistic enthusiasm. You will be touched by the Korean emotion and delighted with exotic Korean music and dance.

### D - 10. Korea House Night Tour

Daily 18:30 - 22:00 / £Ü78,000 pax : Buffet, £Ü88,000 pax : Full course (minimum 2 persons)

Korea House Dinner & Shows

**Korea House** offers a buffet or full-course of Korean Food. Many of the dishes are not commonly found in other Korean style restaurants. After dinner, attend the theater on the premises for an excellent show of traditional performing arts. It is worth visiting here to enjoy the taste, color and sound of Korea.

# D - 11. Sheraton Night Tour

http://www.walkerhill.co.kr

Daily 17:40 - 22:00 / £Ü89,000 pax (minimum 2 persons)

Riverside Drive - Sheraton Walker Hill Hotel - Casino- Dinner & Show

**Kayagum Theater Restaurant** presents both Korean folk dance and up-to-date Western show, serving full course Western food of your choice. Bet your luck at **Casino Continenta**l in Sheraton Walker Hill. Without doubt you'll feel like you're on top of the world with its fine cuisine and exotic entertainment.

#### POST CONFERENCE TOURS

## P - 1. Kyongju Tour (minimum 2

persons) http://www.provin.kyongbuk.kr

1 Night and 2 Days / £Ü264,000 pax (Double Occupancy) £Ü294,000 pax (Single Occupancy)

Day 1 : Seoul - Kyongju (by train) - Anapji Pond - Tumuli Park - Chomsongdae - Museum

Day 2 : Sokkulam Grotto - Pulkuksa Temple - Seoul (by express bus)

**Kyongju**, the ancient capital of Shilla Kingdom is a treasure house of cultural relics and a "must" for any tourist. **Pulkuksa Temple**, Korean best known temple; **Sokkulam Grotto**, the artificial cave with Buddha image; **Chomsongdae**, the world earliest known extant astronomical observatory tower; **Chonmachong Tumulus** which shows 12,000 relics in the interior of a royal tomb; and other historical relics will show you the glorious past of Shilla Kingdom.

## P - 2. Kyongju & Pusan Tour (minimum 2

persons) http://www.metro.pusan.kr

2 Nights and 3 Days / £Ü410,000 pax (Double Occupancy) £Ü500,000 pax (Single Occupancy)

Day 1 and Day 2: Same as P - 1

Day 3: Taejongdae Park - Yongdusan Park - UN Cemetery - Fish Market

**Pusan** is Korean principal port and the second largest city with many interesting things. Among them, huge fish market is a fantastic scene in the early morning as retailers haggle over the fresh fish.

## P - 3. East Coast & Mt. Sorak (minimum 2

persons) http://www.provin.kangwon.kr

1 Night and 2 Days / £Ü230,000 pax (Double Occupancy) £Ü256,000 pax (Single Occupancy)

Day 1 : Seoul - Hangyeryong Pass - East Coast Highway - Naksansa Temple - Hotel

Day 2 : Kwongumsong Fortress by Cable Car - Shinheungsa Temple - Rocking Rock - Gyejoam

The eastern area of Korea is an ideal vacation spot with a perfect combination of mountains and beaches. Historical sites and beautiful scenery can be found not only in small coastal towns, but also in remote forested mountains. **Mt. Sorak**, meaning "Snow Peak of the Mountain" was designated as a nation park in 1970 by its beauty spanning 373km. Now it is known as one of the most popular vacation spots for both Koreans and foreigners.

# **P - 4. Cheju Island Holidays** (minimum 2 persons) *http://www.provin.cheju.kr*

2 Nights and 3 Days / £Ü484,000 pax (Double Occupancy) £Ü556,000 pax (Single Occupancy)

Day 1 : Fly to Cheju - Samsunghyul Shirine - Folk Museum - Yongduam Rock - Moksokwon - Hotel

Day 2 : Hotel - Manjang Cave - Il Chul Bong - Songeup Folk Village - Sogwipo City - Lunch - Chonjiyun Waterfall - Orange Farm - Hotel

Day 3: Free Time - Cheju Airport - Fly Back to Seoul

**Cheju Island**, widely known as "Island of Fantasy", is Korean largest island. Lying about 100km southwest of the mainland, it is blessed with a mild climate and breathtaking scenic beauty. This island boasts Mt. Hallasan, a wonderful sight in exotic harmony with a serene coastline of 256km.

- 1. Tour prices are quoted in Korean won and include all taxes.
- 2. The exchange rate of US dollar is variable and is approximately £Ü1,500 per dollar as of January 1998.
- 3. The provider reserves the right to change itineraries and make substitutions where necessary.

## Registration

Participants are encouraged to register for the conference early to take advantage of the reduced fee and to ensure that their accommodation requirements are met. Please complete the registration form and return to the Administrative Secretariat along with appropriate fees.

#### **REGISTRATION FEES**

Classification	Type of Participant	Until Mar. 10,1998	From Mar. 11, 1998
Technical Session & 4 Day Tutorials	Regular Participant	US\$350	US\$420
	Student	US\$175	US\$210
Technical Session Only	Regular Participant	US\$200	US\$240
	Student	US\$100	US\$120
4 Day Tutorials	Regular Participant	US\$250	US\$300
	Student	US\$125	US\$150
1 Day Tutorial	Regular Participant	US\$150	US\$180
	Student	US\$75	US\$90

#### Note:

- Conference Registration Fee for regular participants includes opening ceremony, welcome reception, technical program, vendor exhibits, a copy of the conference proceedings, refreshment breaks, and closing ceremony.
- Student fee does not include admission to welcome reception nor banquet.
- Students must submit a proof of full time student status.
- Tutorial registration fees include tutorial materials and coffee breaks.
- The exchange rate of US dollar is variable and is approximately £Ü1,500 per dollar as of January 1998.
- Please remember to specify the registrant' name and ICEC '98 on all payments.

## **PAYMENT METHOD**

#### **Bank Draft**

- Bank Draft should be made payable to 'International Center for Electronic Commerce'.
- Please specify your name and ICEC '98 on the Bank Draft before sending it to the ICEC '98 Secretariat.
- Personal checks or company checks will not be accepted.

#### **Bank Transfer**

Wire transfer from your bank directly to the account below.

 A copy of the receipt of the bank remittance should be attached to the registration form.

• All bank transfer charges are to be paid by registrants :

**Account Name: International Center for Electronic Commerce** 

Account Number: 148-030054-13-201

Bank: Hanil Bank, Tong Yoksam-dong Branch, Seoul, Korea

#### **Credit Card**

Only VISA and MasterCard are accepted.

 In the case of cards issued in Korea, only BC-VISA and BC-MasterCard are accepted.

#### **CANCELLATION & REFUNDS**

If you have already registered and find that you are unable to attend the Conference, **you must notify the ICEC '98 Secretariat, in writing, of your request for a refund**. Refunds will be made upon receipt of this written notice as follows:

Received until March 25, 1998	Received after March 25, 1998	
50% refunded	No refund	

## **Contact for Information**

#### **Headquarter**

#### Ms. J. Y. Chey

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E-mail: jychey@icec.net

#### **Registration & Accommodations**

Ms. J. H. Kim

ICEC '98 Secretariat 4th Fl. Jisung Bldg., 645-20 Yoksam 1-dong, Kangnam-gu, Seoul 135-081, Korea Tel: +82-2-568-3208 Fax: +82-2-565-2434 E-mail: intercom@soback.kornet.nm.kr

#### **Technical Papers**

#### Steven H. Kim, Professor

Korea Advanced Institute of Science and Technology 207-43 Cheongryang, Seoul 130-012, Korea Tel: +82-2-958-3616 Fax: +82-2-958-3604

E-mail: skim@msd.kaist.ac.kr

#### **Tutorials (English Track)**

#### Kyoung Jun Lee, Ph.D.

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E-mail: leekj@msd.kaist.ac.kr

#### **Tutorials (Korean Track)**

#### Ho Geun Lee, Professor

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