

(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



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



Conference Chairs:

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

Date	MONDAY			TUESDAY			WEDNESDAY			THURSDAY					
Time	AUGUST 21			AUGUST 22			AUGUST 23			AUGUST 24					
8:00	Registration	Exhibition		Registration	Exhibition		Registration	Exhibition		Registration	Exhibition				
9:00						Tutorials						Plenary Speech 1		Plenary Speech 3	
			Opening Ceremony									Coffee Break		Coffee Break	
10:00			Invited Lecture 1						Coffee Break				Technical Sessions & Tutorials		Technical Sessions & Tutorials
11:00			Coffee Break						Tutorials						
			Invited Lecture 2									Lunch		Lunch	
12:00			*Lunch										Plenary Speech 2		Plenary Panel
13:00									Lunch				Break		Break
14:00			Invited Lecture 3						Tutorials			Workshop	Technical Sessions & Tutorials		Technical Sessions & Tutorials
15:00			Keynote Speech						Coffee Break					Coffee Break	
	Coffee Break														
16:00	Invited Lecture 4														
	Invited Lecture 5		Tutorials		Technical Sessions & Tutorials		Technical Sessions & Tutorials								
17:00															
18:00			Welcome Reception												
19:00															
20:00					Banquet										

Scientific Program

Plenary Speeches (Keynotes Speech)

Monday, August 21



Raj Mashruwala
External VicePresident
TIBCO Software Inc.

"21C e-Commerce Strategy & Trends"

Companies today realize that becoming on 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, Ariba and hundreds of other companies that utilize TIBCO Software to integrate their supply chains and marketplaces.



"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



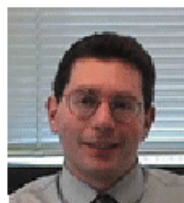
"Creating e-Biz Success from Failure Lessons"

During the last few months we witnessed an increased number of E-commerce failures, mostly in e-tailing, 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 enterprises, workers and consumers awaken to the opportunities of the digital economy, there is also a growing realisation 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)

09:00- 12:30 / Sunflower

Chair: Soung 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)

09:00- 12:30 / MGB I

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)

09:00- 12:30 / MGB II

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)

14:00- 17:30 / Sunflower

Chair: Heeseok 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

Efraim Turban (City University of Hong Kong)

14:00- 17:30 / MGB I

Chair: Sang-Hoon 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

Keum Ryoung Lee (Internet Auction, Co. Ltd.)

09:00- 10:30 / MGB III

TKT02 Channel Management in EC

Suhn Beom Kwon (Dankook University)

09:00- 10:30 / Cosmos

TKT03 Technologies and Application of Secure ePayment Systems

Yong Uk Song (Gyeongsang National University)

09:00- 10:30 / Camellia

TKT04 Qualification of CEO in Digital Economy Era

Sung-Won Hong (Cisco Systems Korea)

11:00- 12:30 / MGB III

TKT05 Vertically integrated B2B eMarketplaces: Status and Strategies

Choong Hwa Lee (Electropia, Co. Ltd.)

11:00- 12:30 / Cosmos

TKT06 Certification: Status and Trend

Richard H. Shinn (KECA, Inc.)

11:00- 12:30 / Camellia

TKT07 e-Business and New Economy

Chris Chung (TriGem Computer, Inc.)

14:00- 15:30 / MGB III

TKT08 Technological Issues and Strategies for XML-Based B2B Electronic Commerce

Hyoun Do Kim (Ajou University)

14:00- 15:30 / Cosmos

TKT09 e-Finance in Korea and PAXNET

Francis Park (PAXNET, Inc.)

14:00- 15:30 / Camellia

TKT10 Critical Success Factors for eMarketplace Construction

Yung Kon Lee (e-Corporation, Inc.)

16:00- 17:30 / MGB III

TKT11 B2B E-Commerce & Directory Data Search Service - Global Expansion Experience

Eun Sup Shim (KoreanSource Co. Ltd.)

16:00- 17:30 / Cosmos

TKT12 Outsourcing Corporate Infrastructure Service: ASP Paradigm

Duke M. Hur (Iworld Networking, Inc.)

16:00- 17:30 / Camellia

Wednesday

English Tutorial

WET01 Data Mining in E-Commerce

Andrew Kusiak (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.

14:00- 18:00 / MGB III

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 participant's need. Marketplaces need 24x7 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 provides 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 – Alta Energy, Vestro, mySAP.com. TIBCO's platform has also been adopted by independent net market makers such as Single Source IT, Buzzsaw, and Savi, Enron, and Cargill.

16:30- 18:00 / MGB II

Korean Tutorials

WKT01 Dispute Mediation in EC: Cases and Government's Role

Tae-chang Choi (KIEC)

10:20- 11:50 / Sunflower

WKT02 eMarketing Evolution and Consumer Behaviors

Minyoung Kim (IMAS, Inc.)

10:20- 11:50 / MGB I

WKT03 M-Commerce: The next step of EC?

Joo Young Song (KT Freetel)

14:30- 16:00 / Sunflower

WKT04 Business Models and Prospect of B2B EC

Ho Geun Lee (Yonsei University)

14:30- 16:00 / MGB I

WKT05 Controversy over Taxation for Electronic Commerce: Policy Issues of OECD, EU, and I

Yeoul Hwangbo (Dajin Information Telecommunication Co. Ltd.)

16:30- 18:00 / Sunflower

WKT06 Governmental Policy for the Livable EC Ecology

Jae-Hoon Chung (Korea Ministry of Commerce, Industry and Energy)

16:30- 18:00 / MGB I

Thursday

Korean Tutorials

ThKT01 Data Mining in EC

Wooju 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

You Jin Jung (LetsCAST.com, Inc.)

14:40- 16:10 / MGB I

ThKT04 Strategy for Successful e-Business Implementation

Byung-In Choi (Hyosung Data Systems, Co., Ltd.)

14:40- 16:10 / Sunflower

ThKT05 Comparison Agent Technology and Business Model

Jong Kwan Shin (Baramsoft, Inc.)

16:40- 18:10 / MGB I

ThKT06 Network Infrastructure Outsourcing Service for Electronic Commerce

Jee Seon Ryu (IBR 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

Camellia

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, Sang-Il Kim, Soung 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 Debrecey (*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

Cosmos

Chair: Wooju Kim, *Chonbuk National University*

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

Gaurav Tewari, Jim Youll, Pattie Maes (*MIT*)

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

Jae-Bok Park, Kwang-Young Lee, Geun-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

MGB II

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 Bae, 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, Ingoo Han (*Korea Advanced Institute of Science and Technology*)

PANEL:

MGB III

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

Camellia

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 (Universitaet Augsburg)

WP05: Search & Comparison

Cosmos

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, SungWoo Shin (Korea Advanced Institute of Science and Technology), Jong Hyun Kim (WISEITECH Co.)

Recommender System with Configuration in Electronic Commerce

Se-Hyoung Kim, Jae-Eun Jung, Geun-Sik Jo (Inha University)

WP06: eProcurement / SCM

MGB II

Chair: Sung Chil Park, *I2*

The Impact of Electronic Commerce on Procurement

Elsie 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. Hildum (Carnegie Mellon University), Dag Kjenstad (SINTEF Applied Mathematics)

16:30 – 18:00

WP07: e-Tailing

Camellia

Chair: Ho Geun Lee, *Yonsei University*

Integrated Digital Products Circulation System for Software, Music and Digital Book

Woo-Jun 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 N. K. Liu, Jane J. You, Raymond S.T. Lee (Hong Kong Polytechnic University)

WP08: XML / Auction

Cosmos

Chair: Kyujung Hoh, *Digital Information Bank Inc.*

Template-based XML Data Integration System

SooCheol Lee, KwangJun Byeon, Eenjun Hwang (Ajou University)

From Unstructured HTML to Structured XML: How XML Helps Managing Financial Knowledge on Internet

Percy L. T. Yuen, Welfeld Y. Lee, Jerome Yen (The Chinese University of Hong Kong)

A Fair and Privacy-Preserved Protocol for Sealed-Bid Auctions

Gen-Yih Liao, Jing-Jang Hwang (National Chiao Tung University)

Thursday, August 24

Technical Paper Sessions

10:30 – 12:00

ThP01: Digital Rights Management

Cosmos

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, Efraim Turban (*City University of Hong Kong*)

An SDMI-based Rights Management Systems 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

MGB II

Chair: Kyoung Jun Lee, *Korea University*

Intelligent Cyber Logistics using Reverse Auction in Electronic Commerce

Woo Seok Jeong, Sun-Gwan Han, Geun-Sik Jo (*Inha University*)

Applying Web Intelligence

Maurice Mulvenna, Sarabjot Anand, Alex Buchner (*MINEit Software Limited*), Matthias Baumgarten, Rudiger Bohm (*University of Ulster*)

Statistical Approach for Partial Object Recognition in Electronic Commerce

June-Suh Cho, Nabil R. Adam (*Rutgers University*)

ThP03: eBusiness Strategy

MGB III

Chair: Oliver Kump, *Vienna University of Economics and Business*

Transformation of SMEs towards E-business -The Initial Stage

Carina Ihlstrom (*Halmstad University*), Malin Nilsson (*University of Boras*)

The Online World: Implications for Structure and Process in Industry

Shirley Gregor, Stewart Marshall (*Central Queensland University*)

Trends and Strategies of EC in China

Qi Li, Zongtao Min, Qin Zhang, Xianfeng Zhang (*Xi'an Jiaotong University*)

ThP04: eBrokering

Camellia

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

Namo Kang, Sangyong Han (*Chungang University*)

Adoption of On-line Trading of Brokers

Adela 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

Cosmos

Chair: Alfredo Milani, *Universita' degli Studi di Perugia*

Online Mathematical and Graphical Tools for Distance Learning

Alfredo Milani, Stefano Marcugini (*University of Perugia*)

OnLine Learning Portals: A Case for Re-classification of Education-based E-commerce
Sameer Verma, Lutfus Sayeed (San Francisco State University)

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

ThP06: Data Mining

MGB II

Chair: Andrew Kusiak, *The University of Iowa*

Purchase Propensity Prediction of EC Customer by Combining Multiple Classifiers Base on GA
Eunju Kim (Yonsei University), Wooju Kim (Chonbuk National University), Yillbyung 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 (Keimyung University)

ThP07: Education Models

MGB III

Chair: Young Moo Kang, *Donga University*

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

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

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

16:40 – 18:10

ThP08: Security

Cosmos

Chair: Sung Jun Park, *BCQRE Co., Ltd.*

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

Recent Changes In International Cryptography Policy
Raj Gururajan, Chaiyaporn Chirathamjaree (Edith Cowan University)

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

ThP09: EC System Development

MGB II

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 Hebei V.N. Industries)

ThP10: Business Models

MGB III

Chair: Ingoo Han, *Korea Advanced Institute of Science and Technology*

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

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

Scientific Program

Program Schedule

Monday, August 21

Invited Lectures & Keynote Speech

Time	Room	Mugunhwa Grand Ballroom
09:30~09:50		Opening Ceremony <i>Honorary Conference Chairs and Conference Chairs</i>
		Invited Lecture 1 21C e-Commerce Strategy & Trends <i>Raj Mashruwala, President, TIBCO Software Inc..</i>
		Coffee Break
		Invited Lecture 2 Management of e-Business Communities <i>Beat Schmid, Professor, Univ. of St. Gallen, Switzerland</i>
12:10~14:00		*Lunch
14:00~17:00		Invited Lecture 3 International eBusiness and Common Rules <i>Herwig Schloegl, Deputy Secretary-General, OECD</i>
		Keynote Speech Vision of e-Korea
		Coffee Break
		Invited Lecture 4 e-Marketplace for Manufactures: A Shipbuilding Experience <i>Cho, Choong-Hooy, CEO, Hyundai Heavy Industries Co., Ltd.</i>
		Invited Lecture 5 DoCoMo's "i-mode" Toward Mobile Multimedia in 3G <i>Takagi Kazuhiro, Managing Director, NTT DoCoMo, Inc.</i>

* 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

Room Time	Sunflower	MGB I	MGB II	MGB III	Cosmos	Camellia
09:00 – 10:30	TET01	TET02	TET03	TKT01	TKT02	TKT03
10:30 – 11:00	Coffee Break	Coffee Break	Coffee Break	Coffee Break		
11:00 – 12:30	TET01	TET02	TET03	TKT04	TKT05	TKT06
12:30 – 14:00	Lunch					
14:00 – 15:30	TET04	TET05	Solution Presentation	TKT07	TKT08	TKT09
15:30 – 16:00	Coffee Break	Coffee Break	Coffee Break	Coffee Break		
16:00 – 17:30	TET04	TET05	Solution Presentation	TKT10	TKT11	TKT12
17:30 – 19:30	Welcome Reception					

TET: Tuesday English Tutorials

TKT: Tuesday Korean Tutorials

SP: Solution Presentation

Wednesday, August 23

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

PS: Plenary Speech WP: Wednesday Technical Paper Sessions WKT: Wednesday Korean Tutorials WET: Wednesday English Tutorials

Thursday, August 24

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

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.).

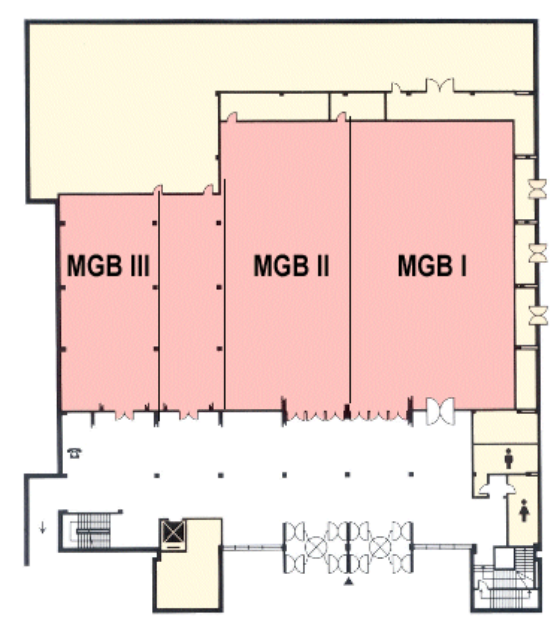
SP02 e-Business Solution and Strategy
Jeong Beom Kim (TIBCO Software Inc.)

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.

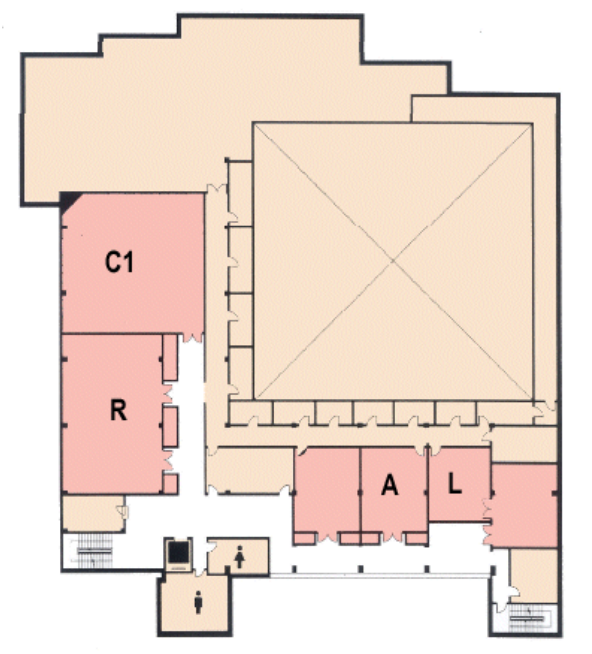
First, the EAI implementing "Integrate" is a tool that integrates all applications related to each company's software such as ERP, CRM, SCM, legacy applications, etc, by using The Information Bus (TIB). Second, the Portal implementing "Extend" provides customers and partners with status and billing information, 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.

Floor Plans



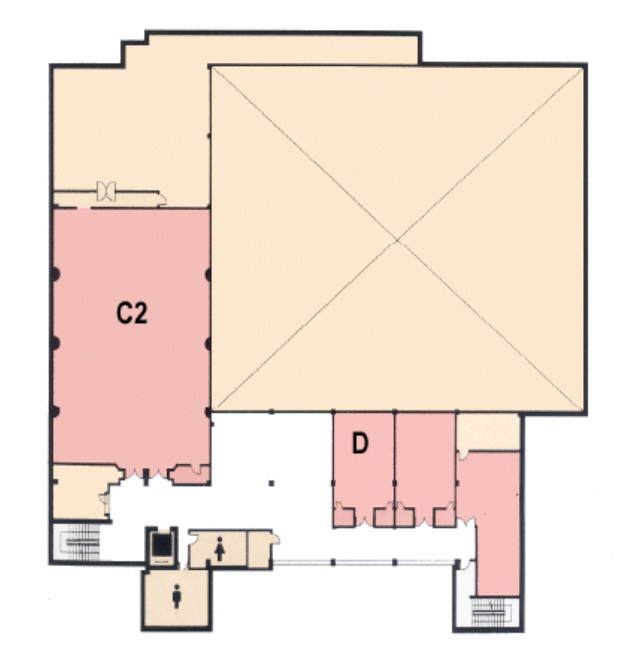
1st Fl.

MGB I: Mugunghwa Grand Ballroom I (Session Room)
MGB II: Mugunghwa Grand Ballroom II (Session Room)
MGB III: Mugunghwa Grand Ballroom II (Session Room)



2nd Fl.

C1: Camellia (Session Room)
R: Rose (Press Room)
A: Azalea (Preview Room)
L: Lilac (Secretariat)



3rd Fl.

C2: Cosmos (Session Room)
D: Daffodil (VIP Room)

B1.

Sunflower (Session Room)

Registration

Registration Fees

Type of Registration	Type of Participant	Early Registration (Until August 5, 2000)	On-Site Registration (After August 5, 2000)
① Conference + All Tutorials (Aug. 21 thru Aug. 24)	Regular	US\$360	US\$410
	Full Time Student	US\$180	US\$210
● Above fees include the admission to all scientific and 4 day-tutorial programs with proceedings, related tutorial materials, Monday lunch, Welcome Reception, Banquet and coffee breaks.			
② Plenary Speeches and Tutorials (Aug. 21 and Aug. 22)	Regular	US\$200	US\$250
	Full Time Student	US\$100	US\$130
● Above fees include admission to all tutorials on Aug. 21 and Aug. 22 with tutorial materials, a Monday lunch, Welcome Reception and coffee breaks.			
③ Technical Sessions and Tutorials (Aug. 23 and Aug. 24)	Regular	US\$200	US\$250
	Full Time Student	US\$100	US\$130
● 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.			
④ Accompanying Person		US\$200	US\$200
● 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 (See the below.) 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, Youngdeungpo-gu, Seoul, Korea
- Swift Code: **HVBK KRSE**
- 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](mailto:icec2000@icec.net)

Registration in Korean

2000, 8.21-24, 웨라톤 워커히 호텔

제2차 전자상거래 국제학술대회 개최

KAIST가 공동주최하는 전자상거래 국제학술대회 ICEC2000가 8월21-24일간 웨라톤 워커히호텔에서 개최됩니다. 이 행사에는 세계적 EC 석학과 지도자의 강연 10건, 53편의 논문발표, 30편의 튜토리얼이 준비되어 있습니다. 자세한 프로그램은 <http://icec.net>에서 보실 수 있습니다.

특히 첫날인 8월21일 행사에는 동시통역이 제공되며, 22-24일간에는 24편의 한국어 튜토리얼이 국내 관계자들을 위하여 준비되었습니다. 이 학술행사가 여러분께 중요한 정보 교환의 기회가 되기를 바랍니다.

현장등록의 요령이 아래와 같사오니 참고하시어 착오가 없으시기 바라겠습니다.

■ 현장등록요령

[1] 8월21일 (첫날, 월요일) 현장등록

8월21일 참석은 반드시 8월17일까지 사전등록하신 분에 한합니다.

8월21일의 현장등록은 개설되지만 당일은 오후 3:30분 이후에만 입장이 가능합니다.

현장에서 8월22일 이나 8월22-24일에 대한 등록을 하실 수 있습니다. 이 등록을 하신 분에 대한 8월21일 오후 3:30 이후 참석은 무료로 제공됩니다.

[2] 8월22일-24일 현장등록

정상적으로 현장등록가능하며 참여시간에 제한이 없습니다.

가급적 8월17일까지 등록하셔서 첫날 행사부터 참석하실 수 있기를
바라겠습니다. 감사합니다.

일시: 2000년 8월21일(월)-24일(목)

장소: 웨라톤 위커힐 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 65,000 원)
(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 8월21일 참석은 반드시 8월17일까지 사전등록하신 분
에 한합니다.
- 8월21일의 현장등록은 개설되지만 당일 오후 3:30분 이후에만 입
장이 가능합니다.
- 참가자에게는 등록 해당일의 자료집과 사교프로그램, 기념품이 등
이 제공됩니다.
- 기타 ICEC2000학술대회에 관한 문의는 아래 사무국으로 연락하여
주시기 바랍니다.

■ ICEC2000사무국

(주)인세션: 서울시 서초구 1330-13 우영벤처타워7층

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.

List of Hotels and Rates

(Unit: Korean Won)

Grade	Hotel	Room Type	Rate	Address	Access to the Venue
Super Deluxe	Sheraton Walker Hill Hotel	Deluxe (Twin/DBL)	₩190,000	San 21, Kwangjang-dong Kwangjin-Ku, Seoul 143-708 Korea	Conference Venue
		Tower Deluxe	₩240,000		
		Towers Suite	₩370,000		
Super Deluxe	Hotel Riviera	Twin/Double	₩124,000	54-7, Chongdam-dong, Kangnam-gu, Seoul 135-100 Korea	25 Min. by bus
Deluxe	Hotel Dong Seoul	Single/Twin	₩80,000	595 Kueui-dong, Kwangjin-Ku Seoul, Korea	15 Min. by bus

Note: 1. Room rates are effective in Korean Won only. The exchange rate is approximately ₩1,100 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

Yong Sung Park	President, Korea Chamber of Commerce and Industry
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

Jae Kyu Lee	Korea Advanced Institute of Science and Technology, Korea
Andrew B. Whinston	University of Texas at Austin, USA
Beat Schmid	University of St. Gallen, Switzerland
Tae-chang Choi	Korea Institute for Electronic Commerce, Korea

Program Chairs

Olivia R. Liu Sheng	University of Arizona, USA
Steven H. Kim	Korea Advanced Institute of Science and Technology, Korea

International Program Committee

Nabil R. Adam	Rutgers University, USA	Alfredo Milani	Universita' degli Studi di Perugia, Italy
Hemant Bhargava	Carnegie Mellon University, USA	Sridhar Narasimhan	Georgia Institute of Technology, USA
Alex Buchner	MINEit Software Ltd., University of Ulster, UK	Daniel E. O'leary	University of Southern California, USA
Hans Ulrich Buhl	Augsburg University, Germany	Sang Chan Park	Korea Advanced Institute of Science and Technology, Korea
Jesus Cardenosa	Universidad Politecnica de Madrid, Spain	Erik Rolland	University of California, USA
Amitava Dutta	George Mason University, USA	Ramesh Sharda	Oklahoma State University, USA
Matjaz Gams	Jozef Stefan Institute, Slovenia	Olivia R. Liu Sheng	The University of Arizona, USA
Hardy Hanappi	University of Technology Vienna, Austria	Kar Yan Tam	Hong Kong University of Science and Technology, China
Clyde Holsapple	W. University of Kentucky, USA	Murat M. Tanik	The University of Alabama at Birmingham, USA
Tomas Isakowitz	University of Pennsylvania, USA	Lai Lai Tung	Nanyang Technological University, Singapore
Aleksandar Jovanovic	MPA Stuttgart / MIT Aachen, Germany	Efraim Turban	City University of Hong Kong, China
Robert J. Kauffman	University of Minnesota, USA	Benjamin Yen	Hong Kong University of Science and Technology, China
Steven H. Kim	Korea Advanced Institute of Science and Technology, Korea	Chien-Chih Yu	National ChengChi University, Taiwan
Andrew Kusiak	The University of Iowa, USA	Vladimir Zwass	Fairleigh Dickinson University, USA
Ho Geun Lee	Yonsei University, Korea		
Kyoung Jun Lee	Korea University, Korea		
Matthew Lee	City University of Hong Kong, China		
Ronald M. Lee	Erasmus University, The Netherlands		

Local Program Committee

Young Moon Chae	Yonsei University	Daniel Lee	Supermerce Inc.
Nam Jae Cho	Hanyang University	Eun-seok Lee	Sungkyunkwan University
Jong-uk Choi	Sangmyung University	Kang-Tae Lee	LG Mart Co., Ltd.
Geun Sik Jo	Inha University	Suk Ryong Lee	E*TRADE Korea
Chong-kwon Kim	Seoul National University	Byung Ho Min	The Electronic Times
Eun Kim	SAP Korea Ltd.	Sung Joo Park	Korea Advanced Institute of Science and Technology
Jeong Beom Kim	TIBCO Software Inc.	Sung Jun Park	Korea Information Security Agency
Jinwoo Kim	Yonsei University	Jae-Cheol Ryou	Chungnam National University
Soung Hie Kim	Korea Advanced Institute of Science and Technology	Richard H. Shinn	Syntech, Inc.
Wooju Kim	Chonbuk National University	Yong Uk Song	Gyeongsang National University
Yoon Kim	Hewlett-Packard Korea	Soung Ryong Yee	Hankuk University of Foreign Studies
Young-Whan Kim	Korea Telecom		
Bonchul Koo	Korea Telecom		
Suhn Beom Kwon	Dankook University		

Local Organizing Committee

Jae-Hoon Chung	Korea Ministry of Commerce, Industry and Energy
Young Chan Lee	Korea Chamber of Commerce and Industry
Mi Young Kang	Korea Institute for Electronic Commerce
Kyoung Min Lee	The Electronic Times
Hyun Jung Lee	Korea Advanced Institute of Science and Technology
Noh Bok Lee	Korea Advanced Institute of Science and Technology
Young Hee Joh	Korea Advanced Institute of Science and Technology
Jae Wook Kim	Korea Advanced Institute of Science and Technology
Michelle Kim	Insession Int'l Convention Services, Inc.
Bannie Kim	Insession Int'l Convention Services, Inc.
J. Y. Chey	Insession Int'l 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
Changdokkung Palace – Secret Garden – Insadong Antique Street
13:00 – 18:00, August 21, 2000

AP-2 Pottery Village and Temple Tour
Ichon Pottery Village – Shilluksa 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 Date: August 25 & 26, 2000

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

PT-3 Chejudo Island
2 nights and 3 days, 530,000 Won, Min 2 people
Departure Date: 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 139-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 15minute 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

Distance	Regular Taxi	Deluxe Taxi
39 Km	20,000 Won	40,000 Won

- **Subway**

Subway [Line 5](#) 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 [Kwangnaru](#) stop. There are free shuttle buses to and fro between [Kwangnaru](#) stop and Sheraton Walker Hill.

Subway fare:

- First section ticket to most stops within Seoul ₩500

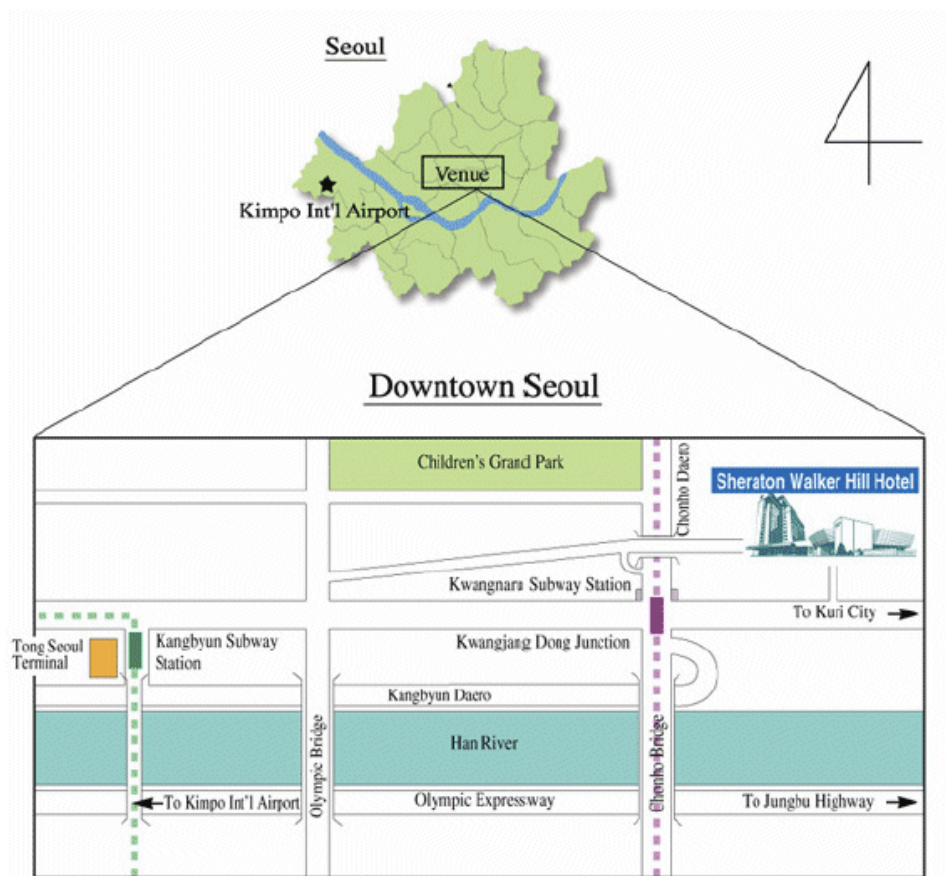
*** Sheraton Walker Hill Shuttle Service**

Kang-byun Shuttle B:

Departs every 20 minute (hours 06:00 - 23:20) from Sheraton Walker Hill to the Kang-byun subway station (line 2).

Kwangnaru Shuttle C:

Departs every 20 minutes (hours 06:10 - 23:30) from Sheraton Walker Hill to the Kwangnaru 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

After the conference

International Center for Electronic Commerce
Korea Advanced Institute of Science and Technology
207-43 Cheongryang-ri, Seoul 130-012, Korea

Tel: +82-2-958-3632 Fax: +82-2-960-2102 E-mail: cec2000@icec.net

Language

The official language of the conference is English.

On August 21 (Monday) only, simultaneous translation into Korean will be provided. The technical sessions will be conducted in English. The proceedings will be printed in English. Some tutorials will be delivered in Korean as indicated.

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
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POLYSOFT

Address: #303 Business S/W center, Daeduk College, 48 Jang-Dong Yusong-Gu, Taejon, S. Korea (305-715)

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Exhibits:

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- Dragon-I e-Gateway: Logistics, Payment etc

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Exhibits:

1. B2B Market Place & Dynamic Trading System
2. e_Procurement System
3. Marketplace Solutions
4. ASP Solutions

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2. BizFlow

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 - Essential components for B2B e-commerce systems