

Shaping Business Strategy in a Networked World

Volume II

Proceedings of ICEB2004
December 5~9, 2004, Beijing, China

Edited by Jian Chen



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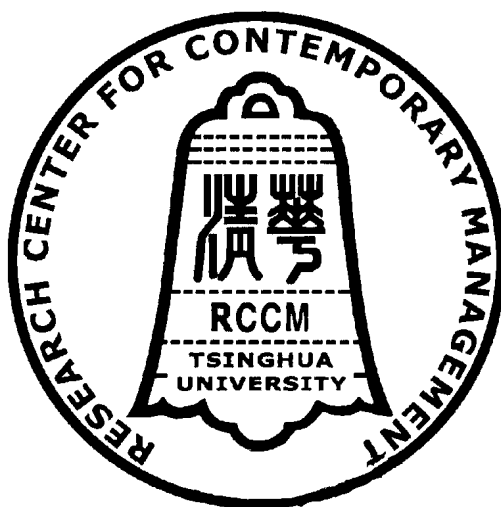
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SHAPING BUSINESS STRATEGY IN A NETWORKED WORLD

- Proceedings of The Fourth International Conference on Electronic Business

Volume II

The Fourth International Conference on Electronic Business

Theme: Shaping Business Strategy in a Networked World

**December 5 ~ 9, 2004
Xiyuan Hotel, Beijing, China**

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PREFACE

Welcome to the Fourth International Conference on Electronic Business (ICEB2004). The Fourth International Conference on Electronic Business is co-organized by Tsinghua University(Beijing), The National University of Singapore, National Chiao Tung University(Hsinchu), and The Chinese University of Hong Kong; and hosted by School of Economics and Management and Research Center for Contemporary Management, Tsinghua University.

As we all know, with the rapid development of Internet, the development of e-business has never stopped, even after the shakeout of dot-com companies. Internet is making revolutionary changes in the way of business operation. The traditional business model was challenged. In the meantime, the business opportunities for success are huge and so are the risks for failure. The Fourth International Conference on Electronic Business continues to be a unique venue bringing together leading researchers and practitioners in all areas of e-business. The conference committees received about 400 abstract and full paper submissions from 31 countries and regions, and 250 accepted papers have been included in the proceedings. The subjects of the papers range from theories to applications, topics include SCM & e-Logistics, e-Marketing & Service Management, e-Business Model, e-Business Management & Strategy, e-Business-based Organization Management & Innovation, Virtual Organization Management, Mobile Commerce & Business, Trust & Reputation Management, Knowledge Management in e-Business, Internet Security & Privacy, Decision Support & Analysis Techniques, P2P Computing & Grid Computing in e-Business, Case Study in e-Business, Policy, Cyber Law & Intellectual Property, and others related topics.

The conference has received generous support and help from many people and organizations to make this event possible. Firstly, I would like to express my sincere thanks to all the authors for their excellent contributions and to all the paper referees for their time and expertise regarding paper review, particularly, to the invited speakers, Prof. Robert J. Kauffman from University of Minnesota and Prof. David D. Yao from Columbia University, for delivering their plenary talks at the conference. Specially, I would also like to extend my appreciation to the National Natural Science Foundation of China (NSFC) and Science Fund for Creative Research Groups for their financial support and all the program committee members for their efforts and support to the conference. Most especially, I would like to thank all the conference secretariat staffs for their outstanding work for the conference.

Welcome to Beijing, one of the fastest growing and most dynamic cities of the world in 21st century! Wish all of you have a productive conference and enjoyable time in Beijing!

Jian Chen
Conference Chair, ICEB2004

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