Message from the CEC 2010 General Co-Chairs

We welcome you to the 12th IEEE Conference on Commerce and Enterprise Computing (CEC 2010) taking place in Shanghai, China, 10–12 November 2010. The CEC conference has resulted from the merger of the two annual flagship conferences of the IEEE Computer Society Technical Committee on Electronic Commerce (TCEC): the IEEE Conference on E-Commerce Technology (CEC) and the IEEE Conference on Enterprise Computing, E-Commerce, and E-Services (EEE). The CEC was held for the first time in 2003 in Newport Beach, California. In 2004, the conference was hosted in San Diego followed by Munich in 2005. The EEE was first held in 2003 in Taipei. In 2004, EEE was held there as well before moving to Hong Kong in 2005. Since 2006, the two flagship conferences have been held jointly: The first joint conference took place in San Francisco. One year after, in 2007, the conferences were held in Tokyo. In 2008, the venue was Crystal City in Washington, D.C. CEC 2009 took place in Vienna, Austria.

Given its new title, the conference provides a platform for researchers and practitioners interested in the theory and practice of technologies used for e-commerce and enterprise computing. The CEC 2010 program consists of keynotes and paper presentations. Similar to past conferences, we are looking forward to innovative research results and high-quality contributions on a broad range of topics in e-commerce and enterprise computing: commerce and business system architectures, economic aspects of e-commerce, business process management, business intelligence, business services, recommender systems, auctions, semantic web and ontology engineering, mobile business applications, security and trust, social networks, e-government, cloud computing, and software as a service.

A scientific conference always depends on the volunteer efforts of a large number of individuals. We are grateful that many dedicated colleagues were willing to join our team. Our special thanks go to our Program Co-Chairs Birgit Hofreiter and Yinsheng Li as well as the Program Vice Co-Chairs who nominated a program committee with prestigious members from all over the globe. We are grateful to the Program Co-Chairs, because they devoted a considerable amount of their time to setting up this high-quality program for CEC 2010.

We thank Sang-goo Lee for his efforts with the conference organisation. We were privileged to work together with highly motivated people to arrange the conference and to publish these proceedings. We specially thank Nazaraf Shah who acted as publication chair. His commitment and enthusiasm are gratefully acknowledged. We appreciate all of the tireless support by Publicity Co-Chairs Tao Yu, Thomas Setzer, and Andreas Wombacher for announcing our conference and by our Web Chair, Ci-Wei Lan, for maintaining the website and for the overall CEC 2010 design. We also would express our gratefulness for their efforts to Industry Co-Chairs Hong Cai, Sooho Chang, and Yue Zhang. We thank Donglai Zhu for his hard work on the local arrangements. Our great appreciation also goes to Trieu C Chieu for managing the finances and coordinating with the IEEE management team. Finally, we would like to acknowledge steering committee members Kwei-Jay Lin and Jen-Yao Chung for their valuable advices.

We hope that you will enjoy CEC 2010 in Shanghai and that you will find these proceedings a valuable source of knowledge about e-commerce and enterprise computing.

Kuo-Ming Chao, Coventry University, UK  
Christian Huemer, Vienna University of Technology, Austria  
CEC 2010 General Co-Chairs