Message from the ICEBE 2010 Program Chairs

Welcome to vibrant Shanghai. Being the largest center of commerce and finance in mainland China and one of the fastest growing economies in the world today, Shanghai as a hosting city fits the themes of ICEBE perfectly. Just as the city is a melting pot of East and West, past and present, ICEBE 2010 features a wide spectrum of topics touching on many of the most important concerns of practitioners as well as researchers in e-business engineering today and in the future. As program chairs of the conference, we hope that you will enjoy the technical program that we have put together for you and that you will find your participation in this conference most fruitful and rewarding.

This year’s conference features more tracks than the previous ones: We have a total of 10 tracks, including several new tracks addressing such emerging topics as green supply chains, cloud computing, and business analytics and optimization. Although the number of submissions has dropped a little from the past several years, the quality of the submissions was not inferior. Of the 174 submissions, 35 papers were accepted as long papers, which represents an acceptance rate of 20.1%. An additional 19 papers were accepted as short papers. The overall acceptance rate is 31.0%. The acceptance decisions were difficult because of the overall high quality of the submissions. To ensure quality and fairness, each paper was reviewed by three to five reviewers whose recommendations form the basis of the decisions. The final decisions were then made after a careful process of scrutinizing and weighing the reviewers’ comments and recommendations by the track chairs and program chairs.

The long and short papers are all included in the proceedings, and have been organized into 15 technical sessions. The accepted papers represent 16 countries and regions around the world, with the top spots occupied by China, the USA, and Korea. Congratulations to all authors!

We are indebted to all the track chairs for their support, dedication, and hard work throughout the entire process of paper submission, review, and selection:

- Cloud Computing Track
  *Hui Lei and Wei Sun*
- Software Engineering for E-Business Track
  *Liangzhao Zeng*
- Data and Knowledge Management for E-Business Track
  *Dickson K.W. Chiu and Raymond Y.K. Lau*
- Service Engineering Track
  *Xiangyu Wang*
- Integration and Collaboration Track
  *Jingzhi Guo*
- Security, Privacy, and Open-Source Track
  *Xiaohong Jiang*
- Mobile and Pervasive Commerce Track
  *Yan Wang*
- Green Supply Chain, Business, and RFID Track
  *Zongwei Luo*
- Business Analytics and Optimization Track
  *Murray Campbell*
- Industrial Experiences and Applications Track
  *Ying Chen*
We cannot express our thanks enough to the members of the program committee and other external reviewers. Without their timely and quality reviews, we would not have been able to arrive at our final program, which is so important for the success of ICEBE 2010. We are also deeply indebted to Ci-Wei Lan who, other than being a wonderful web chair, has also played a strong part in the paper review. Last but not least, we would like to thank all authors who have submitted their latest work to the conference. We would not have been able to put together a strong and interesting program without their support and contribution.

We look forward to a thought-provoking and informative conference. We appreciate your active engagement.

Francis C.M. Lau, The University of Hong Kong, Hong Kong
Program Chair

Yinsheng Li, Fudan University, P.R. China
Program Vice-Chair