# PACIS 2004
(The Eighth Pacific-Asia Conference on Information Systems)
July 8-11, 2004
Oriental Riverside Hotel, Shanghai, China

**Program at A Glance**

<table>
<thead>
<tr>
<th>July 8, 2004 (Thursday)</th>
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<tbody>
<tr>
<td><strong>09:00-12:00</strong></td>
<td><strong>Tutorial I:</strong> “Six Sigma Techniques for High Maturity Software Organizations” by Dr. Shivraj Kanungo, George Washington University</td>
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<tr>
<td><strong>12:00-14:00</strong></td>
<td>Lunch Time</td>
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<td><strong>14:00-17:00</strong></td>
<td><strong>Tutorial II:</strong> “Internet Supported Teaching and Learning: Technology for Increased Instructional Efficiency and Effectiveness” by Dr. Roy D. Johnson (Georgia State University) and Dr. Ping H. Johnson (Kennesaw State University)</td>
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<tr>
<td><strong>14:00-17:00</strong></td>
<td><strong>Tutorial III:</strong> “Temporal Representation and Reasoning in Information Systems” by Dr. Jixin Ma, University of Greenwich</td>
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<tr>
<td><strong>18:30-20:30</strong></td>
<td>Conference Reception</td>
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<tr>
<th>July 9, 2004 (Friday)</th>
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<tbody>
<tr>
<td><strong>09:00-09:40</strong></td>
<td>Opening Ceremony</td>
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<tr>
<td><strong>Opening Speech:</strong> Professor Kwok Kee Wei</td>
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<tr>
<td><strong>Title:</strong> Are We a Global Community? The Current State of Association of Information Systems</td>
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<tr>
<td><strong>Location:</strong> Yellow River Hall</td>
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<tr>
<td><strong>09:40-10:00</strong></td>
<td>Coffee Break</td>
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<tr>
<td><strong>10:00-10:30</strong></td>
<td><strong>Keynote Speech:</strong> Mr. Xiping Fan, Director of Shanghai Municipal Informatization Commission</td>
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<tr>
<td><strong>Title:</strong> Information Systems Application and Development in Shanghai</td>
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<tr>
<td><strong>12:00-13:30</strong></td>
<td>Lunch</td>
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<tr>
<td><strong>Location:</strong> Riverside Hall</td>
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<tr>
<td><strong>13:30-14:50</strong></td>
<td>Session 1: E-Commerce and e-Business (I)</td>
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<td><strong>Session 2: Decision Support and Intelligent Systems (I)</strong></td>
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<td><strong>Session 3: System Design and Development (I)</strong></td>
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<td><strong>Session 4: Conceptual Foundation of IS (I)</strong></td>
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<td><strong>Session 5: Social and Cultural Issues (I)</strong></td>
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<tr>
<td><strong>Panel 1:</strong> Emerging Research Issues in e-Commerce</td>
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<tr>
<td><strong>Poster 1:</strong> Empirical IS Research (I)</td>
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<tr>
<td><strong>Location:</strong> Room 3C Room 3D Room 3E Room 3G Room 3H Room 3I Area G</td>
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<tr>
<td><strong>15:00-16:20</strong></td>
<td>Session 6: Recommendation Systems</td>
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<tr>
<td><strong>Session 7: Decision Support and Intelligent Systems (II)</strong></td>
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<td><strong>Location:</strong> Room 3C Room 3D</td>
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<tr>
<td>16:30-17:30</td>
<td>AIS Subgroup Meetings</td>
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<tr>
<td>18:00-20:00</td>
<td>Conference Banquet</td>
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### July 10, 2004 (Saturday)

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<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tbody>
<tr>
<td>07:30-09:00</td>
<td>PACIS Executive Committee Meeting</td>
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<tr>
<td>09:00-10:20</td>
<td>Session 11: SCM</td>
<td>Room 3C</td>
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<td>Session 12: Document Management</td>
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<td>Session 13: Mobile Commerce</td>
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<td></td>
<td>Session 14: Knowledge Management and e-Learning (I)</td>
<td>Room 3G</td>
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<td></td>
<td>Session 15: Organizational and Strategic Issues (II)</td>
<td>Room 3H</td>
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<td><strong>Invited Talk:</strong> Prof. Vladimir Zwass and Prof. M. Lynne Markus</td>
<td>Room 3I</td>
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<td>Poster 3: Technical IS Research</td>
<td>Area G</td>
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<tr>
<td>10:30-11:50</td>
<td>Session 16: Technology Use and Adoption (II)</td>
<td>Room 3C</td>
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<td>Session 17: E-Commerce and e-Business (II)</td>
<td>Room 3D</td>
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<td>Session 18: Decision Support and Intelligent Systems (III)</td>
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<td>Session 19: Knowledge Management and e-Learning (II)</td>
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<td>Session 20: Organizational and Strategic Issues (III)</td>
<td>Room 3H</td>
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<td><strong>Panel 3:</strong> Development and Challenges of Information Systems</td>
<td>Room 3I</td>
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<td></td>
<td>Research in Asia Pacific</td>
<td>Area G</td>
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<td></td>
<td>Poster 4: Empirical IS Research (II)</td>
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<tr>
<td>12:00-13:30</td>
<td>Lunch</td>
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<tr>
<td>13:30-14:50</td>
<td>Session 21: Social and Cultural Issues (II)</td>
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<td>Session 22: Virtual Community and Security</td>
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<td>Session 23: Data Mining</td>
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<td>Session 24: Knowledge Management and e-Learning (III)</td>
<td>Room 3G</td>
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<td>Session 25: Organizational and Strategic Issues (IV)</td>
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<td><strong>Panel 4:</strong> e-Government: Where Key Players/Researchers from Different Countries Meet Together</td>
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<td>Poster 5: Organizational and Strategic Issues</td>
<td>Area G</td>
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<tr>
<td>15:00-16:20</td>
<td>Session 26: E-Commerce and e-Business (III)</td>
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<td>Session 27: System Design and Development (III)</td>
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<td>Session 28: Knowledge Management and e-Learning (IV)</td>
<td>Room 3E</td>
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<td>Session 29: Organizational and Strategic Issues (V)</td>
<td>Room 3G</td>
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<td></td>
<td>Session 30: E-Commerce and e-Business (IV)</td>
<td>Room 3H</td>
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<td></td>
<td>Session 31: Network Security</td>
<td>Room 3I</td>
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<td></td>
<td>Poster 6: Empirical IS Research (III)</td>
<td>Area G</td>
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<tr>
<td>16:30-17:50</td>
<td>Session 32: Knowledge Management and e-Learning (V)</td>
<td>Room 3C</td>
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<td>Session 33: Conceptual Foundation of IS (II)</td>
<td>Room 3D</td>
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<td>Session 34: E-Commerce and e-Business (V)</td>
<td>Room 3E</td>
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<tr>
<td>17:50-18:10</td>
<td>Closing Ceremony</td>
<td>TBA</td>
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**July 11, 2004 (Sunday)**

Local cultural and industrial tours (please see various trips and associated prices on pp.22-23.)
PACIS 2004 Program

Tutorials

Tutorial I: Six Sigma Techniques for High Maturity Software Organizations
(09:00-12:00, July 8, 2004)
Speaker: Shivraj Kanungo  George Washington University

Tutorial II: Internet Supported Teaching and Learning: Technology for Increased Instructional Efficiency and Effectiveness
(14:00-17:00, July 8, 2004)
Speaker: Roy D. Johnson  Georgia State University
Ping H. Johnson  Kennesaw State University

Tutorial III: Temporal Representation and Reasoning In Information Systems
(14:00-17:00, July 8, 2004)
Speaker: Jixin Ma  University of Greenwich

Opening and Keynote Speeches

Opening Ceremony and Opening Speech:
(09:00-09:40, July 9, 2004)
Chair: Zukang Zheng  Fudan University
Ting-Peng Liang  National Sun Yat-sen University and Chinese University of Hong Kong
Speaker: Kwok Kee Wei  City University of Hong Kong and National University of Singapore
Title: Are We a Global Community? The Current State of Association of Information Systems

Keynote Speech:
(10:00-10:30, July 9, 2004)
Chair: Kwok Kee Wei  City University of Hong Kong and National University of Singapore
Speaker: Xiping Fan  Director of Shanghai Municipal Informatization Commission
Title: Information Systems Application and Development in Shanghai
Keynote Speech:
(10:40-11:20, July 9, 2004)
Chair: Ting-Peng Liang National Sun Yat-sen University and Chinese University of Hong Kong
Speaker: Rick Watson University of Georgia
Title: Evolutionary Information Systems

Keynote Speech:
(11:20-12:00, July 9, 2004)
Chair: Ting-Peng Liang National Sun Yat-sen University and Chinese University of Hong Kong
Speaker: Ron Weber Monash University
Title: The Emperor's New Clothes: The Rhetoric of Positivism versus Interpretivism

Full Paper Session

Session 1: E-Commerce and e-Business (I) (13:30-14:50, July 9, 2004)
Intellectual Asset Management for Collaborative Business Support
Achim P. Karduck, Amadou Sienou
The Effects of System Trial on Consumer Beliefs in Marketing Software Products
Yao-kuei Lee
The Relationship of Online Customer Value, Satisfaction, and Loyalty: An Empirical Study
Shun Cai, Yunjie Xu
Balancing Business Value of Thai Internet Banking Services: The Corporate Customers' Perspectives
Siriluck Rotchanakitumnuai, Mark Speece

Session 2: Decision Support and Intelligent Systems (I) (13:30-14:50, July 9, 2004)
Clustering Web Sessions Using Extended General Pages
Zhongming Ma, Olivia R. Liu Sheng
A Fuzzy Description Logic Approach to Model Management in R&D Project Selection
Ou Liu, Qijian Tian, Jian Ma
A Model for Evaluating the Effectiveness of the ASP Service Using Balanced Scorecard
Jong-yi Hong, Eui-ho Suh, Kee-dong Yoo, Dae-geun Hong
Design and Implementation of Risk Analysis System for ISP Network
Ho Kun Moon, Jin Gi Choe, Dae Hyun Ryu

Effective Project Control: Insights from the Australian Construction Industry
Anthony Vlasic, Philip Yetton
Issues Impacting on the Project Management of a Large, Complex Government IT Project

Hilary Berger, Paul Beynon-Davies
Does Software Developers’ Motivation Affect Performance?

Yuk Kuen Wong
Multiple Perspectives on the Musings of Systems Analysts

Mathew Hillier

Session 4: Conceptual Foundation of IS (I) (13:30-14:50, July 9, 2004)
Overview of Information Systems Research in China: An Empirical Study
Shaobo Ji, Qingfei Min, Weihe Han,
City Planning Approach for Enterprise Information System
Yukio Namba, Junichi Iijima
Instant Messaging Acceptance and Use Among College Students
Julian Lin, Hock Chuan Chan, Yang Jin
A Critical Evaluation of User Participation Research: Gaps and Future Directions
Ji-Ye Mao, M. Lynne Markus

Information-sharing Systems and Inter-organizational Power: Implementation of an Electronic Patient Record System for Regional Cooperation
Miki Akiyama
Understanding the Linkage of ICT to Other Developmental Constructs in Underserved and Poor Rural Regions
Shivraj Kanungo, Parameeta Kanungo
Expanding the Bandwidth of Virtual Teams via A Shared Social Construction
John D’Ambra, Zixiu Guo, Greg Stephens, Wayne W. Huang
Cultural Influences on Attitudes Towards Hong Kong’s Smart Identity Card
Carol Hsu, Robert Davison, Sally Stares

Chair: Jae Kyu Lee Korea Advanced Institute of Science and Technology
Panelists: Waiman Cheung Chinese University of Hong Kong
Patrik Y. K. Chau University of Hong Kong
Eric Tswen-Gwo Wang National Central University
Yufei Yuan McMaster University

Session 6: Recommendation Systems (15:00-16:20, July 9, 2004)
Hyperlink Structure-based Recommender System
Ying Zhou, Youwei Wang, Yueyuan Zhang, Weihui Dai
Collaborative Filtering Algorithm Based on Mutual Information
Session 7: Decision Support and Intelligent Systems (II) (15:00-16:20, July 9, 2004)

Driving Forces in Product Selection: Evaluation Sites, Magazines, and Word of Mouth Information A Comparison by Users of a Cosmetics Product Evaluation Site

Yuichi Sasaki, Hiroshi Tsuda

A Solution Algorithm for the Supply Chain Network Equilibrium Model

Huey-Kuo Chen, Huey-Wen Chou

Using Stakeholder Theory to Analyze Knowledge Sharing During Enterprise Systems Implementations

S. Sathish, Shan L. Pan, K. S. Raman

Charismatic Leadership Style, Intragroup Conflict, and ERP Implementation Team Performance

Huey-Wen Chou, James Jiang, Eric Wang

Session 8: Organizational and Strategic Issues (I) (15:00-16:20, July 9, 2004)

From Framework to Organization-Specific Process Model for IT Investment Justification and Evaluation: An Experience of Action Research

Qing Hu, Tero Päivärinta, Odd M. Egenes, Cecilie Holte

Reaping Return on Information Technology Investment: An Empirical Study

Shivraj Kanungo, Ashok Nayal, Vikas Jain

The Effect of Emergent Strategies on Alignment

Bruce Campbell

An Empirical Study on the Integrated Performance Model for the Effect of Information Technology Investment

Hyunju Lee, Jihyun Yu, Hyogun Kim

Session 9: Technology Use and Adoption (I) (15:00-16:20, July 9, 2004)

Measuring the Effectiveness of e-Official-Document Systems: A Survey of the Pingdong County Deployment in Taiwan

Szu-Yuan Sun, Teresa Ju, Pi-Yu Chen

An Empirical Study of Web Browsing Behaviour: Towards an Effective Website Design

Kwok Kee Wei, Gek Woo Tan, Hui Kun Neo

Factors Influencing Tax-Payer Information Usage Behavior: Test of An Integrated Model

Pin-Yu Chu, Tai-Zu Wu

Applying Technology Acceptance Model, Theory of Planned Behavior and Social Cognitive Theory to Mobile Data Communications Service Acceptance

Gong Min, Xu Yan
Embedded Knowledge and Situated Contexts: Exploring the Ground beneath Information Systems Adoption

  Ruey-Lin Hsiao, Yi-Jie Lei

Session 10: System Design and Development (II) (15:00-16:20, July 9, 2004)
Aligning Adoption Theory with Agile System Development Methodologies
  Mark Toleman, Mustafa Ally, Fiona Darroch
Incorporating Contextual Cues into Electronic Repositories
  Jie-Mein Goh, Danny Chiang-Choon Poo, Klarissa Ting-Ting Chang
A Success Model for Business Process Modeling: Findings from A Multiple Case Study
  Wasana Seder, Guy Gable, Michael Rosemann, Robert Smyth
Development of an Automatic Customer Service System on Computer Networks
  Judy C.R. Tseng, Yi-Shiang Huang, Li-Chen Cheng, Gwo-Jen Hwang

Panel 2: Collaborative Business (15:00-16:20, July 9, 2004)
Chair: Achim Karduck University of Applied Sciences Furtwangen
Panelists: Henry Winter Smartclub
          Hai Zhao tecscope Co., Ltd.
          Yaron Zohar Hangzhou Handsome International Software Co.

Session 11: SCM (09:00-10:20, July 10, 2004)
Effect of Product Type on Designing the Balanced Supply Chain Scorecard
  Jung Soo Yoo, Jong Han Park, Jae Kyu Lee
Evaluating the Economic Impacts of IT-Enabled Supply Chain Collaboration
  Hsin-Lu Chang, Michael J. Shaw
An Analysis of the Interactive Decision Process When Deploying e-Business for the OEM Industries in the Multi-Tier Supply Chain
  Pin-Yang Liu, Yi-Chang Hsieh
An Empirical Investigation of the Business Value of Inter-Organizational Information Sharing in Supply Chain
  Yu Cai

Session 12: Document Management (09:00-10:20, July 10, 2004)
The Concept of Document Warehousing and Its Applications on Managing Enterprise Business Intelligence
  Frank S. C. Tseng, Annie Y. H. Chou
Personalized Document Clustering: A Collaborative-Filtering-Based Approach
  Chih-Ping Wei, Chin-Sheng Yang, Han-Wei Hsiao
A Distributed Web Service-based Infrastructure for E-Document Management
  Ou Liu, Jian Ma, Ji-Ye Mao, Ron C. W. Kwok
CBR-based Recommender Systems for Research Topic Finding
Session 13: Mobile Commerce (09:00-10:20, July 10, 2004)

Mobile Entertainment Services in New Zealand: An Examination of Consumer Perceptions Towards Games Delivered via the Wireless Application Protocol

*Clarry Shchiglik, Stuart J. Barnes, Eusebio Scornavacca, Mary Tate*

Physicians' Behavior Intentions Regarding the Use of Mobile Technology: An Exploratory Study

*Shengnan Han, Pekka Mustonen, Matti Seppanen, Markku Kallio*

Examining the Utilisation of Mobile Handheld Devices at an Australian Aged Care Facility

*Stephen Chau, Paul Turner*

Mobile Financial Information Services: Capabilities of Suitable Push Services

*Jan Muntermann, André Güttler*

Session 14: Knowledge Management and e-Learning (I) (09:00-10:20, July 10, 2004)

Technology Type, Gender and Social Presence: An Experimental Study

*Yong-Kwan Lim, John Lim*

From Product Centricism to Systems-Wide Education Design: Making Corporate Technology Systems Work for the Learning Organisation

*Brian Corbitt, Dale Holt, Stephen Segrave*

Grounded Theory Approach to Describe Korean Organizational Members Transferring Knowledge

*Sora Kang, Hyogun Kym*

What Motivates a Student to Participate in the Electronic Discussion Forum: A Survey Study of Students' Participation Intention

*Xue Yang, Yan Li, Chuan Hoo Tan, Hock Hai Teo*

Session 15: Organizational and Strategic Issues (II) (09:00-10:20, July 10, 2004)

A Model of Evaluating Competitive Advantages Associated with ERP form SCM Perspective

*Ming-Chien Hung, I-Chu Chang, Hsin-Ginn Hwang, Sing-Liang Chen, David C. Yen*

Critical Factors of ERP Adoption for Small- and Medium- Sized Enterprises: An Empirical Study

*Shin-Yuan Hung, She-I Chang, Pei-Ju Lee*

Enterprise Resource Planning or Enterprise Resource Plotting? Technological, Organisational and Inter-organisational Aspects of Enterprise Resource Planning Package Adoption and Diffusion

*Anastasia Papazafeiropoulou, Ben Light*

Assessing the Alignment Between IT/IS and Marketing: An Exploratory Study

*Val A. Hooper, Sid L. Huff, Peter C. Thirkell*

Invited Talk: (09:00-10:20, July 10, 2004)

The Domains of Information Systems and Electronic Commerce: The Core, The Trends, and The Pragmatics

*Vladimir Zwass, Fairleigh Dickinson University*
Let’s Build IS Theory

M. Lynne Markus, Bentley College

An Empirical Study on User Involvement: A PLS Approach
Paulus Insap Santosa, Kwok Kee Wei, Hock Chuan Chan
An Optimization Framework for Efficient Information Supply in the Academic Sector
Daniel Beimborn, Rainer B. Fladung, Wolfgang Koenig
Do Perceptions Fully Mediate the Impacts of Individual Differences on Technology Use?
Yuandong Yi, Zhan Wu, Lai Lai Tung
Understanding of Organizational Intention to Distributed Work Adoption
Sarah P. W. Shek, Choon Ling Sia

The Adoption of Interrelated Innovations: A Critical Test of Technological Regime Theory
Yu-Chen Chen
The Firm’s Value and Timing of Adopting E-Commerce Using Real Options Analysis under Uncertainty
David S. Shyu, Kuo-Jung Lee
Investigating Factors Influencing the Perception of Creativity in Web Design
Belinda J. Moloney, Jacob L. Cybulski, Lemai Nguyen
Information Sharing in Convergent Assembly Supply Chains
Chin-Fu Ho, Yen-Ping Chi, Yi-Ming Tai

A Clustering Algorithm in Group Decision Making
Xuan-hua Xu, Xiao-hong Chen, Ding Luo
Exploring Scenario Agents as Support for Key Technology Foresight
Xuemei Qiu
Scenario Driven Flexible Decision Support Systems Generator
M. Daud Ahmed, David Sundaram
Online Share Trading, Time Constraints and Decision Making: Where Less Is Better
Alex Richardson, Shirley Gregor, Richard Heaney

Extending the UML Concepts to Transform Natural Language Queries with Fuzzy Semantics into SQL
Frank S.C. Tseng, Chun-Ling Chen
OBDMS—A Document Management System Based On CBR and Ontology Techniques
Zhonglei Yuan, Xiaobei Li, Jin Chen
I-Designer: a Computer-Assisted System for Conducting Information Technology Applied Instructions

Pei-Jin Tsai, Gwo-Jen Hwang, Judy C. R. Tseng

Session 20: Organizational and Strategic Issues (III) (10:30-11:50, July 10, 2004)

SAM/ANP Based Approach for Strategic Information System Projects Selection

Kun Zhao, Zhongmin Chen, Lihua Huang

A Framework of Total Performance Improvement and Transaction Cost-driven Business Process Outsourcing Strategy

Yarui Peng, Wenhua Hou

Benchmarking Financial Chain Efficiency – the Role of Economies of Scale for Financial Processes

Stefan Blumenberg

A Framework for Classifying the Operational Risks of Outsourcing

Heiko Gewald, Daniel Hinz


Chair: Ting-Peng Liang
National Sun Yat-sen University and
Chinese University of Hong Kong

Panelists: Patrick Chau
University of Hong Kong
Jae Kyu Lee
Korea Advanced Institute of Science and Technology
Michael Myers
University of Auckland
Lihua Huang
Fudan University
Kwok Kee Wei
City University of Hong Kong and
National University of Singapore
Ryutaro Manabe
Bunkyo University, Japan


Management Information or Trompe L’Oeil? Resistance to Workplace Surveillance

Elaine Ferneley, Pauline Sobreperez, Francis Wilson

The Social Demand of Technological Innovation

M.S. Annapoornima, Pek-Hooi Soh

China's Broadband Wireless Industry - A Prospective Approach

Marc Laparrouza, Yves Pigneur

Describing the IS Professional with a Structural Model

Rodney Turner, Julie Fisher, Glenn Lowry


A Leader's Influence on Member's Commitment in Non-Work Related Virtual Communities
Gee-Woo Bock, William W. L. Ng
Security Services by ISPs, Real Value or Waste of Money?
Kai Inkinen, Harri Toivanen, Teemupekka Virtanen
Privacy and Information Markets: An Experimental Study
Jeevan Jaisingh, Shailendra Mehta, Alok Chaturvedi

Session 23: Data Mining (13:30-14:50, July 10, 2004)
Comparative Analysis of Data Mining Algorithms for Predicting Inpatient Length of Stay
Peng Liu, Elia El-Darzi, Christos Vasilakis, Panagiotis Chountas, Wei Huang, Lei Lei
Use of Text Summarization for Supporting Event Detection
Chih-Ping Wei, Pao-Feng Wu, Yen-Hsien Lee
An Interactive Clustering Methodology for High Dimensional Data Mining
Haibo Wang, Bahram Alidaee, Fred Glover, Gary Kochenberger
Applying Data Mining to Telecom Churn Management
Shin-Yuan Hung, Hsiu-Yu Wang

Knowledge Management in a 21st Century Healthcare Organization: The NHS Case Study.
Matthew W. Guah, Wendy L. Currie
The Role of Methods in Software Process Knowledge Creation
Mikael Schönström
ERP Implementation: A Technological Diffusion and Knowledge Transfer Perspective
Bo Xu, Gee-Woo Bock
A Case Study on the Organizational Adoption and Implementation of Knowledge Management System
Joy W. He, Kwok Kee Wei

Session 25: Organizational and Strategic Issues (IV) (13:30-14:50, July 10, 2004)
Enterprise Systems Implementation Failure: The Role of Organizational Defensive Routines
Jiunn Chieh Lee, Michael D. Myers
Knowledge Management and the Contested Ground of the Professional within a Professionalized Call Centre
Elaine Ferneley, Polly Sobreperez, Francis Wilson
Hybrid Technology Acceptance Model: The Case of Object-Oriented Programming
Injai Kim
Enterprise Systems Benefits: How Should They Be Assessed?
Shari S. C. Shang, Peter B. Seddon

Chair: Ching-Shyang Hwang National Sun Yat-sen University
Panelists: Paul Turner University of Tasmania
Weihui Dai Fudan University
Jonguk Choi Sangmyung University / MarkAny Inc.
Shirish C. Srivastava Indian Railways Institute of Mechanical and Electrical Engineering
Siriluck Rotchanakitumnuai Thammasat University
J.S. Lu Analyst of Tax Bureau in Taiwan

Session 26: E-Commerce and e-Business (III) (15:00-16:20, July 10, 2004)
The Influence of Technology on Internet Brand Loyalty: An Exploratory Study
Yah-Ting Gwee, Kai-Lung Hui
Impact of Telepresence on Consumer Learning: A Consumer Information Processing Approach
Xin Liu, Hock Hai Teo
An Empirical Assessment of Internet Banking Systems
Ziqi Liao, Wing-Keung Wong
The Performance Comparison among Product Bundling Strategies Based on Different Online Behavior Data
Hsiangchu Lai, Tzyy-Ching Yang

Research on Adaptive Genetic Algorithm for an Integrated VMI System Model
Yong-qing Huang, Xi-kui Liu, Chang-yong Liang
A Case Adaptation Method Integrated with Genetic Algorithms for E-Commerce Product Configuration
Langtao Chen, Limin Lin, Hong Ling
Intelligent Buyer Agent using Multi-Agent Cooperative Negotiation for Retail Electronic Commerce
Seok Chin Chu, June S. Hong, Kwon Myung Kim
A Development of Multi-Agent Based Automated Negotiation System
Hyung Rim Choi, Hyun Soo Kim, Soon Goo Hong, Young Jae Park, Yong Sung Park, Moo Hong Kang

Session 28: Knowledge Management and e-Learning (IV) (15:00-16:20, July 10, 2004)
The IT Consulting Process through a Knowledge Management Lens
Greg Timbrell, Guy Gable, Thomas Davenport, Marianne Broadbent
Knowledge Sharing in Collaborative Commerce: Its Characteristics, Research Framework and Process
Chenghong Zhang, Cheng Zhang, Zheng Yan
Do Wikis Lead to Knowledge Sharing and Better Outcomes from Group Processes? – An Empirical Investigation
Probir Kumar Banerjee, Narasimha Bolloju, Louis C. K. Ma
Session 29: Organizational and Strategic Issues (V) (15:00-16:20, July 10, 2004)
IT Training as a Strategy for Business Productivity: A Framework for Small and Medium-Sized Enterprises in Asia
Shirish C. Srivastava, Thompson S. H. Teo
Case-Based Study of Interorganizational Information Systems Implementation Critical Success Factors
Huan Wang, Lihua Huang
Staying Focused in a Crisis
Craig Huxley, Glenn Stewart, Tony Jewels

Session 30: E-Commerce and e-Business (IV) (15:00-16:20, July 10, 2004)
Building Trust in Online E-markets through Dual Deposit under Feedback Aggregated Mechanism
E. Zhang, Feifeng Zheng, Yingluo Wang
The Barriers and Benefits of the Electronic Marketplace Environment for SMEs
Rosemary Stockdale, Craig Standing
Integrating Multi-agent Negotiation to Resolve Constraints in Fulfilling Supply Chain Orders
Fu-ren Lin, You-yu Lin
Trust-building on the Internet: Evidence from eBay
Jie Zhang

Wireless Network Security in Australia: A Study of 7 Australian Capital Cities
Mat Hannan, Benjamin Turnbull
An Intrusion Detection and Response Cooperation Model Based on XML Message Exchange
Xiaomei Dong, Guang Xiang, Ge Yu
Daniel W. K. Tse
Security Modelling for Integrated Information Systems over the Internet
Jianming Yong

Session 32: Knowledge Management and e-Learning (V) (16:30-17:50, July 10, 2004)
Transactive Memory and Trust Networks in Computer-Supported Teams
Klarissa Ting-Ting Chang
Perspectives on Organizational Knowledge and Knowledge Management Approaches: Bridging Theory and Practice
Han Siong Edmund Ng, Gek Woo Tan
Web Services based Framework for Knowledge Management in Peer-to-Peer Environment
Zhengchuan Xu, Chenghong Zhang, Liang Dong
Expressions of Group Identities in A Organization-wide KM Implementation
Mayasandra N. Ravishankar, Shan Ling Pan
Session 33: Conceptual Foundation of IS (II) (16:30-17:50, July 10, 2004)
Modeling of the Patient Care Process: A Two-Way Journey from a Hospital Case Study to Ontological, Epistemological and Methodological Challenges.

Elena Gospodarevskaya, Leonid Churilov, Lyn Wallace

IT-supported Business Process Outsourcing (BPO): The Good, the Bad, and the Ugly
Anne C. Rouse, Brian Corbitt

A Concept Map of the Organizational Size Construct in Information Systems Research
Sigi Goode

The Use of the Belief Revision Concept to Ontology Revision
Seung Hwan Kang, Sim Kim Lau

Session 34: E-Commerce and e-Business (V) (16:30-17:50, July 10, 2004)
Battle for Dominance in the Word-Processing Software Market in Korea: How and Why Microsoft Tipped the Market as an Entrant? Is it by Chance?
Chuan Hoo Tan

An Ant Colony Approach for Discovery of Users Preferred Navigation Paths
Haifeng Ling, Yezheng Liu, Shanlin Yang

Toward an Understanding of the Behavioral Intention to Use Mobile Banking Services
Tzung-I Tang, Hsin-Hui Lin, Yi-Shun Wang, Yu-Min Wang

How Do the Internet Buyers' Decisions Be Affected? -- An Experimental Study of Risky Choice Framing Effect
Chin-Shan Wu, Fei-Fei Cheng, Hsin-Hui Lin

Session 35: Organizational and Strategic Issues (VI) (16:30-17:50, July 10, 2004)
Evaluation of Electronic Knowledge Repositories
Tang Chao, Atreyi Kankanhalli, Bernard C. Y. Tan

Understanding Organizational Change and Misfits of Enterprise Resource Planning System: A Stage View of Context, Content, and Process Analysis
Hsiao-Lan Wei, Eric T.G. Wang

A Survey of ERP System Implementation in Taiwan
Wen-Hsien Tsai, Shih-Wen Chien, Yi-Wen Fan, Julian M.-S. Cheng

Why do Shadow Systems Exist after an ERP Implementation? Lessons from a Case Study
Sandy Behrens, Wasana Sedera

Session 36: CRM (16:30-17:50, July 10, 2004)
An Exploratory Study of the Effects of Information and Communication Technology on Customer Relationship Management and Customer Lock-In
Ja-Shen Chen, Russell K. H. Ching

Information Requirements for Operational CRM in Banking
Hooi Yee Ng, Beverley G. Hope
Research on Modelling Customer Ontology under CRM Framework
   Hou Liwen, Xiao Min, Jiang Fu
Factors Affecting the Realisation of Benefits from CRM Packaged Software-based Work Systems
   Phillip Freeman, Peter B. Seddon

A Comparative Analysis of Automated Web Site Evaluation Tools
   Jae Hwa Choi, Dall Yong Kim
Building an Adaptive Site Map Based on Domain and Usage Information
   Jiajia Ye, Youwei Wang, Weihui Dai
Quantitative Analysis of Website Based on Web Graph Theory
   Youwen Wu, Youwei Wang, Weihui Dai
Computational Evaluation of Alternative Paid Placement Mechanisms in Search Engines
   Juan Feng, Hemant K. Bhargava, David M. Pennock

Poster Session

Information, Credit, and Small Business Financing: Evidence From WenZhou
   Kai Zhuo
A Hybrid Real-Time Multimedia Information Transmission Method in Inter-Organizational Information System
   Dehai Di, Kuisheng Wang
Leadership in Enterprise System Implementation: A Positivist Case Study in Collectivism Culture
   Weiling Ke, Kwok Kee Wei
The Technology Acceptance Model for Competitive Software Products
   Hock Chuan Chan, Hock Hai Teo, Jing Yang, Yan Li
Research on A Predictive Optimistic Method on e-Commerce Website
   Huizhang Shen, Jidi Zhao
How Can MIS Graduates Find a Job in Economic Downturns? An Empirical Investigation
   Wayne Huang, John Day, Yong Lu
A Visual Comparison of the Annual Reports of An IT Company Listed in Shanghai Stock Exchange Using Collocational Networks
   Yuanqin Li, Guoqi Cheng
Can More Effective Communication Improve the Success of ERP Implementation: Evidence from Enterprise Implemented ERP in China
   Yanchao Rao
Analyzing IS Enabled Productivity Using Technology Acceptance Model
   Vikas Jain, Shivraj Kanungo
Tabu Search Based Risk Programming for Virtual Enterprise
Min Huang, Hongmei Yang, Xuejing Wu, Xingwei Wang, Dingwei Wang
A Multi-Faceted Evaluation of Enterprise System Success

Darshana Sedera, Guy Gable, Taizan Chan
Agent-based Business Process Management

Yu-Qiang Feng, Ying Lei

Poster 2: E-Commerce and e-Business (15:00-16:20)
An International Comparison of the Diffusion of Web-Based Shopping Systems
Changsu Kim, Robert D. Galliers
Fear of Consumers on Internet Shopping: An Empirical Study Based on A New Classification of Perceived Risk
Nena Lim, Colin Ferguson
Insights into Selling Apparel Remotely: A Case Study of A Successful Multi-channel Retailer
Mary Tate, Brent Coker, Beverley Hope
The Determinants of Trust in the Relationship between Participant Firms and Internet-Based Business-to-Business Electronic Marketplaces
Rui Guo, Yunjie Xu
A New Theoretical Framework for Identifying E-business Models
Qingfeng Zeng, Lihua Huang
Online Auctions in China
Zhanghua Luo, Lu Liu, Guang Zhang
Level of Internet Use by Chinese Businesses: A Preliminary Study
Xibao Zhang, Cynthia Moussi
The Redistribution of IT-induced Consumer Surplus: A Reinforcement Politics Explanation of Shipping Industry in Asia
Yinghong Guan, Alain Pinsonneault
Where is the Asian Voice in IS Research? An Examination of Asian Authors' Influence on IS Literature
Youngjin Yoo, Yisong Jiang, Zixing Shen
mCommerce Trends in Hong Kong and Models
Doug Vogel, Colin Yeh, Christer Carlsson, Pirkko Walden
A Process Perspective on Enterprise System and Competitive Advantage
Hong Liu, Zong Dai

Poster 3: Technical IS Research (09:00-10:20, July 10, 2004)
Research of Evidence Combination Based on Neural Network
Weidong Zhu, Shanlin Yang, Minglun Ren
The Application of Spatial Domain Knowledge to Spatial Data Mining and Knowledge Discovery
Yongsen Li, Shanlin Yang, Zenming Chen
A Negotiation Support System Integrating Document-Oriented Model And Communication-Oriented Model
Yuqiang Feng, Yang Lu, Pengyu Lu
An Agile Genetic Algorithm for Solving Job Shop Scheduling Problem

Tunglun Tsai, Ryo Sato
A System Designing for Loans Risk Classification Based on Artificial Intelligence Technology

Bao-an Yang, Chunyan Tian, Jiawei Yang
Understanding Web Site Continuance from A Composite View of Expectancy Disconfirmation Theory and Theory of Planned Behavior

Teresa L. Ju, Meng-Hsiang Hsu
Study on Collaborative Arithmetic of Technology Support Capability and Customer Visit Quantity of E-business Website

Zhi-jie Lu, Qin Zheng
Application Model of Recommendation Systems in E-Commerce

Yan Cheng, Yufei Yuan
Security in Modern Business: Loopholes of Current Information Security Practices

Daniel W. K. Tse
Research on the Relationship Between Workflow Net based on Petri Nets and UML

Jingguang Wang
The Development of a Decision Support System for Tarim River Water Resources Management

Yu-Chin Cheng, Mannars Chen

Key Success Factors of Smartcard-based Electronic Payment: An Empirical Analysis

Ziqi Liao, Wing-Keung Wong
Technologies and Frameworks of e-Government Service

Jongweon Kim, Kyutae Kim, Byoungho Song, Daewoong Rheo, Kyungyul Bae, Jonguk Choi

Shirish C. Srivastava, Thompson S. H. Teo
Reorganizing Public Administrations - How to Manage Process Oriented eGovernment Projects

Jörg Becker, Lars Algemissen, Patrick Delfmann, Thorsten Falk, Björn Niehaves
Examining the ERP Implementation Process from a Failure Case

Ada Wong, Harry Scarbrough, Patrick Chau
Virtual Community of Consumers: Why People are Willing to Contribute?

Cindy M.Y. Cheung, Sarah P.W. Shek, Choon Ling Sia
Applying Web Technologies and Synchronous E-learning to Teach Computer Programming – A Case Study

Brendan McCarthy
Towards E-Learning in the Semantic Age

Dongsong Zhang, Lina Zhou
Development and Partial Test of An Integrated Model of Knowledge Management Systems Adoption and Diffusion

Jun Xu, Mohammed Quaddus
Configuration: An Important Concept for Understanding IT Outsourcing
   Sara Cullen, Peter Seddon
Modeling and Simulation for MAS-Based Agile MIS
   Jianchang Liu, Junpeng Wang, Guangming Hou
An Evaluation Framework for Inter-organizational Business Process Modelling Techniques
   Ying Chen, Hong Lin, Zhengchuan Xu

Poster 5: Organizational and Strategic Issues (13:30-14:50, July 10, 2004)
Reducing Complexity and Market Risk in Major System Upgrades
   Alan Thorogood, Philip Yetton
Business Value of IT and Lessons for China
   Jing "Jim" Quan, Qing Hu
A Value-Based Analysis of Data Sharing Behaviour in Organizations
   Dennis Hart, Sigi Goode
A Large-Scale Empirical Investigation of Computer-related Technostress: Preliminary results from China
   John Q. Tu, Kanliang Wang
A New Framework for Interorganizational Systems based on Interorganizational Relationships
   Meimei Qiu, Hong Ling
Reassessing Critical Success Factors for ERP Adoption – A Case Study
   Olaf Boon, Brian Corbitt, Konrad Peszynski
Patterns of the Internet Adoption in Different Chinese Companies
   Xunhua Guo, Guoqing Chen
CPFR and Its Application in Shanghai Maya
   WenJie Wang, Jian Guan, YuFei Yuan, Luke Chan
What Dynamic Capabilities Matter? The Effect of IT Dominant Design
   Wen Guang Qu, Michael Treasure, Alain Pinsonneault

Poster 6: Empirical IS Research (15:00-16:20, July 10, 2004)
Nomadic Culture: Towards an Understanding of the Culture Impact of Nomadic Computing
   Leida Chen
The Role of Culture in the Facilitation of User Involvement in the Software Development – Four 'Cultures of User Involvement' Identified
   Netta Iivari
The Dynamic Transformation of an Open Source Software Project Leader: A Micro-Organizational Behavioral Perspective
   Yan Li, Chuan Hoo Tan, Hock Hai Teo
Using Trust Game to Investigate Information Disclosure by Companies and Government Agencies – The Role of Inspection Agents
   Eiichi Umehara, Toshizumi Ohta
The Motivations of Using Avatars: Self-identity and Self-disclosure
Hye-seung Kang, Hee-dong Yang
Social Semiotic Techniques of Sense Making using Activity Theory

Takeshi Kosaka
Preliminary Analysis of Factors Motivating Software Crackers

Sam Cruise, Sigi Goode
Let's Sketch Better: A Different View on Rich Pictures

Jing Gao
Theorizing the Dynamics of the IS Use Construct

Shivraj Kanungo
Information System Strategy for Promoting Demolition Project Management

Chunlu Liu, Sung Kin Pun

Poster 7: Knowledge Management and e-Learning (16:30-17:50, July 10, 2004)
Motivators and Inhibitors for Managing IT Project Knowledge: Findings from Three Exploratory Case Studies

Tony Jewels, Shirley Gregor, Alan Underwood, Carmen de Pablos Heredero
Manage Knowledge in Business Simulation Game

Xi Chen, Gee Kin Yeo
Using Case Study Research Methodology to Explain the Impact of Free Riding on Knowledge Sharing in Virtual Communities

Rachael K.F. IP
A Phenomenological Study of the Learning Experiences of Individuals in Company I

Inyoung Choi, Hyogun Kym
Toward an Integrative Methodology of Knowledge Management System Developing

Jian Cai, Dong Li
Exploring Online Social Capital in an Online Community

Fang-Ling Lin, Wei-Li Pan, Hua-Shan Hsu, Guey-Fa Chiou
CIO Leadership and the Utilization of Information Technology for Competitive Gains

Young H. Lee, Jong Soon Park, Bong Lee
Development of an Intelligent Management System for Monitoring Educational Web Servers

Gwo-Jen Hwang, Judy C.R. Tseng, Chih-Hsiang Wu, Chung-Ming Li, Gwo-Hour Hwang
Intelligent Adaptability Degree Based Decision Methods Selection

Minglun Ren, Shanlin Yang, Weidong Zhu
Differences in Mobile Adoption and Use between China and the West (UK): Implications for Future M-commerce Development

Qiying Su, Carl Adams
A Conceptual Taxonomy of Trust and Online Trust in Electronic Commerce

Qi Li, Xianfeng Zhang
Applying Strategic Management to Evaluate Performance of Enterprise Core Competence: The Case of China Airline

Chung-Wei Kan
Development of A Common Payment Platform Based on Interoperable Standards in Thailand

Somnuk Keretho, Wisit Wongwilai, Chutima Paiboonapibal, Choak Visavayodhin, Nansinee Sinjira
## Post-conference Tour

### One day tour, departure on July 11

<table>
<thead>
<tr>
<th>Main Spots</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a. Shanghai City tour</strong></td>
<td>Price: USD35/Per Person</td>
</tr>
<tr>
<td>Yuyuan Garden, the Bund, Jade Buddha Temple, and Nanjing Road, New areas of Shanghai</td>
<td>Includes:</td>
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<tr>
<td></td>
<td>· English-speaking tour guide service</td>
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<tr>
<td></td>
<td>· Air-conditioned car</td>
</tr>
<tr>
<td></td>
<td>· Entrance fee</td>
</tr>
<tr>
<td></td>
<td>· Lunch</td>
</tr>
<tr>
<td><strong>b. Shanghai-Suzhou-Shanghai</strong></td>
<td>Price: USD80/Per Person</td>
</tr>
<tr>
<td>Humble Administrator's Garden, Tiger Hill, Wangshi Garden, Han Shan Temple, Silk Factory.</td>
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</tr>
<tr>
<td>Transportation Between Cities: Bus</td>
<td>Includes:</td>
</tr>
<tr>
<td></td>
<td>· English-speaking tour guide service</td>
</tr>
<tr>
<td></td>
<td>· Air-conditioned bus</td>
</tr>
<tr>
<td></td>
<td>· Entrance fee</td>
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<tr>
<td></td>
<td>· Lunch</td>
</tr>
<tr>
<td><strong>c. Shanghai-Hangzhou-Shanghai</strong></td>
<td>Price: USD110/Per Person</td>
</tr>
<tr>
<td>Linyin Temple, West Lake Cruise, Longjing (Dragon Well) Tea Plantation</td>
<td>Includes:</td>
</tr>
<tr>
<td>Transportation Between Cities: Bus</td>
<td>· English-speaking tour guide service</td>
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<tr>
<td></td>
<td>· Air-conditioned bus</td>
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<tr>
<td></td>
<td>· Entrance fee</td>
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<td></td>
<td>· Lunch</td>
</tr>
<tr>
<td><strong>d. Shanghai-Zhouzhuang-Grand View Garden-Shanghai</strong></td>
<td>Price: USD70/per person</td>
</tr>
<tr>
<td>Zhang dwelling, Sheng dwelling, Twin Bridge etc. Grand View Garden.</td>
<td>Includes:</td>
</tr>
<tr>
<td>Transportation Between Cities: Bus</td>
<td>· English-speaking tour guide service</td>
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<td></td>
<td>· Air-conditioned bus</td>
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<td>· Entrance fee</td>
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<tr>
<td></td>
<td>· Lunch</td>
</tr>
</tbody>
</table>

### Two- and three-day tours, departure on 12 July

<table>
<thead>
<tr>
<th>Main Spots</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a. Two Day Guilin Tour (by airplane)</strong></td>
<td>Price: USD490 per person</td>
</tr>
<tr>
<td><strong>DAY1</strong>: Morning flight to Guilin, visit the Reed Flute Cave, the Seven Star Park.</td>
<td>for sharing twin room</td>
</tr>
<tr>
<td><strong>DAY2</strong>: One day Li River Cruise, lunch on the boat. Early evening flight back to Shanghai.</td>
<td>USD540 per person for single occupancy</td>
</tr>
<tr>
<td><strong>b. Three-Day Xian Tour (by airplane)</strong></td>
<td>Price: USD540 per person</td>
</tr>
<tr>
<td><strong>DAY1</strong>: Morning flight to Xian, visit the Bell Tower, the Old City Wall, the Forest of Steles, overnight at a 4-star hotel.</td>
<td>for sharing twin room</td>
</tr>
<tr>
<td><strong>DAY2</strong>: One day excursion: Terra Cotta Warriors, Hua Qing Hot Spring, BanpoNeolithic Museum, Big Wide Goose Pagoda, overnight at the hotel.</td>
<td>USD640 per person for single occupancy</td>
</tr>
</tbody>
</table>
| **c. Three-Day Beijing Tour (by airplane)** | **DAY1**: Morning flight to Beijing, visit the Forbidden City, Overnight at a 4-star hotel.  
**DAY2**: One day long excursion to the Great Wall, Ming Tombs.  
**DAY3**: In the morning, visit the Summer Palace, the Temple of Heaven. Flight back to Shanghai in early evening. | **Price**:  
USD550 per person for sharing twin room  
USD650 per person for single occupancy |