Final Program

Monday, 20 July

		Festsaal	Böcklsaal	HS 18	Seminarraum 212/232
09:00	10:30	BPMN 1 Semantic Foundations	DEECS - RTSOA Opening & Keynote	E3C	
10:30	11:00	Coffee Break			
11:00	12:30	BPMN 2 Conceptual Extensions	DEECS 1	E3C	
12:30	14:00	Lunch			
14:00	15:30	BPMN 3 Usability	RTSOA	Tutorial: The Web of Data for E-Commerce	Corporate Communications 2.0
15:30	16:00	Coffee Break			
16:00	17:30	BPMN 4 Layout Challenges	DEECS 2	Tutorial: The Web of Data for E-Commerce	Corporate Communications 2.0

Tuesday, 21 July

		Festsaal	Böcklsaal	HS 18
09:00	09:30	Opening Session		
09:30	10:30	Keynote 1: Jen-Yao Chung, IBM T. J. Watson Research Center Data to Smart Decisions		
10:30	11:00	Coffee Break		
11:00	12:30	Full Paper 1 Recommender	Industry 1	WS Challenge 1 Team Presentations
12:30	14:00	Lunch		
14:00	15:30	Full Paper 2 Auctions	Industry 2	WS Challenge 2 Team Presentations
15:30	16:00	Coffee Break		
16:00	17:30	Panel: e-Commerce and Enterprise Computing: Differences, Convergence & Research Issues		
20:00	22:00	Reception @ Vienna City Hall		

Wednesday, 22 July

		Festsaal	Böcklsaal	Zemanek Hörsaal
09:00	10:00	Keynote 2: Georg Gottlob, Oxford University Scalable Web Data Extraction for Online Market Intelligence		
10:00	10:30	Coffee Break		
10:30	12:00	Full Paper 3 Business Process Mgmt	Short Paper 1 Economic Issues	WS Challenge Evaluation
12:00	13:30	Lunch		
13:30	15:00	Full Paper 4 Semantics	Short Paper 2 Business Services	WS Challenge Evaluation
15:00	15:30	Coffee Break		
15:30	17:00	Full Paper 5: Best Paper I Economic Issues		WS Challenge Evaluation
17:15	18:45	Full Paper 6: Best Paper II Technology		
19:30	00:00	CEC Dinner		

Thursday, 23 July

		Festsaal	Böcklsaal
09:00	10:00	Keynote 3: Schahram Dustdar, TU Vienna SOA 2.0 - Models, Methods, and Algorithms	
10:00	10:30	Coffee Break	
10:30	12:00	Full Paper 7 Services	Short Paper 3 Management Issues
12:00	13:30	Lunch	
13:30	15:20	Short Paper 4 Business Issues	Short Paper 5 E-Commerce Technologies
15:20	15:30	Coffee Break	
15:30	16:00	Closing Session	

The workshop and tutorial program of IEEE CEC 2009 is scheduled for Monday. The conference program will start on Tuesday. The conference fee is a flat rate covering all of the workshop, tutorial, and conference program.

The following pages cover details about all the paper sessions of the conference, the keynotes, the tutorial, the workshops and the Web Services challenge.

More Info on the Corporate Communications Workshop is available at:
http://communications20.ning.com/

Further Details on the Tutorial are given at:
http://www.ebusiness-unibw.org/wiki/Web_of_Data_for_E-Commerce_Tutorial_IEEE_CEC%2709

Keynote DEECS & RT-SOA: Monday, 20 July, 9:00 – 10:30

Akihito Iwai, DENSO Corp. (Toyota-Group), Japan

The Challenges of Automotive Service Integration Platform

Abstract:
Today, public institutions and private enterprises are providing a variety of services for safe and convenient usage of automobiles, and new services are being created by combination/mash-ups of those pre-existing services. In the future, this method of service development will become even more popular, leading to the standardization of the IT Infrastructure among our societies.
However, in the automotive industry, no standardized platform has been provided to efficientize, schematize, and continuously support the integration of these services. The reason for that is due to the fact that when a automotive device collaborates with outside IT infrastructure, there are automotive-unique issues such as the ensuring of real-time performance, limited resources, handling of events, high reliability, etc.
In this presentation I hope to make clear of these issues in automotive service collaboration, and discuss the requirements of the automotive service integration platform as well as our SOA technique-based approach with some example cases in the automotive industry.

Biography:
Akihito Iwai is senior manager of electric platform development division (e-PF) in DENSO Corporation where he is in charge of R&D for the development of “Software Platform”, a standard software infrastructure throughout the ECUs (Electric Control Units) in automotive E/E systems.
Since entering Nippondenso Co., Ltd (now DENSO Corporation) in 1988, he has been engaged in the software development for ECUs, and after 1996, he has been devoted to the innovation of the automotive software development process using Object Oriented Technology.
He is currently involved in numerous automotive standardization activities including AUTOSAR and JASPAR.

Tutorial: Monday, 20 July, 14:00 – 17:30

Martin Hepp, Bundeswehr University Munich and
Michael Hausenblas, DERI Galway

A Hands-on Introduction to the GoodRelations Ontology, RDFa, and Yahoo! Search Monkey

Goals:

Participants will understand the immediate relevance and long-term potential of using the GoodRelations vocabulary and the RDFa syntax to augment static and dynamic Web sites by machine-readable descriptions of the various relevant details of a commercial Web presence. This will improve the visibility in leading edge Web search engines and novel value-added services, namely recommender systems and marketplaces. By means of a running example and an end-to-end use case, participants will both learn the theoretical background and the hands-on skills to use this novel technology.

Since the GoodRelations vocabulary is much more sophisticated than simple vocabularies like foaf or Dublin Core, we also introduce RDFa modeling patterns for more complex RDF structures. On the data consumption and usage side, the tutorial will explain how the resulting metadata will be considered by Semantic Web search engines, repositories, and indexing services, and how it can be usefully combined with other open data on the Web.

Scope:

The tutorial focuses on 3 recent developments:

- RDFa has become a W3C Recommendation: This means there is now a stable, standard syntax for embedding RDF metadata into XHTML Web content, which paves the way to adoption by mainstream Web developers.
- GoodRelations vocabulary release and adoption: The GoodRelations vocabulary has been released and is experiencing massive support from major vendors and initiatives from the Semantic Web community and traditional corporations.
- Yahoo! SearchMonkey: Due to the official endorsement of GoodRelations by Yahoo! SearchMonkey, there is now an immediate, easy-to-communicate incentive for any business in the world to add respective metadata.

The GoodRelations vocabulary is now being adopted by major technology vendors and allows more precise product and services search, and frictionless product data interchange on the Web. Different from previous proposals, GoodRelations is stable and mature, and runs on current Semantic Web and Web infrastructure. Also, there is a direct business incentive to add respective metadata as of now, since Yahoo! SearchMonkey will crawl GoodRelations annotations and use that to display additional

details of an offering. With RDFa being a W3C Recommendation, there now exists a powerful standard syntax for embedding respective data into existing Web content.

In this tutorial, participants will learn how to use the GoodRelations vocabulary to augment Web shops and other Web applications with metadata on business entities, products and services, prices, warranty, shop locations, terms and conditions, etc. This will improve the visibility of an offering in next generation Web search engines, allow more precise search, and support partners in the value chain to extract and reuse product model data easily.

We will explain the theoretical background and give hands-on, step-by-step instructions on augmenting existing static and dynamic Web sites by detailed Semantic Web metadata in RDFa. Then, we will show how this metadata can be used by Yahoo! SearchMonkey applications, and improve the appearance, detail, and visibility for precise queries.

Target Audience:

The tutorial is suited for anybody with a basic understanding of HTML/XHTML markup languages and Web architecture. It is well suited for practitioners and researchers from adjacent fields who are seeking a self-contained, concise, and hands-on introduction to using the Semantic Web for their needs. For experienced Semantic Web researchers, the tutorial will provide proven recipes and modeling patterns for using the GoodRelations ontology for their projects, and insight into the more complex aspects of RDFa.

We will ask participants to bring their own laptops. Respective software will be made available.

Biography:

Martin Hepp is a professor of General Management and E-business at Bundeswehr University Munich in Germany and a professor of Computer Science at the University of Innsbruck in Innsbruck, Austria, where he leads the research group “Semantics in Business Information Systems”. Martin holds a Master’s degree in Business Management and Business Information Systems and a Ph.D. in Business Information Systems from the University of Würzburg (Germany). He was the organizer of more than fifteen workshops and conference tracks on conceptual modeling, Semantic Web topics, and information systems and member of more than sixty conference and workshop program committees, including ASWC, ESWC, IEEE CEC/EEE, and ECIS.

Michael Hausenblas is a postdoctoral researcher at the Digital Enterprise Research Institute (DERI) in Galway, Ireland. Before that he worked seven years at Joanneum Research, an applied research company in Austria, where he was running EU projects in the Semantic Web domain. Michael is an active member of the linked data community contributing through tutorials, workshops and publications. Within W3C, he has been active in the Multimedia Semantics Incubator Group (2006/2007), in the Semantic Web Deployment Working Group/RDFa Task Force (since 2006), in the RDB2RDF Incubator Group (since 03/2008) and in the recently launched Media Fragments Working Group.

Keynote 1: Tuesday, 21 July, 9:30 – 10:30

Jen-Yao Chung, IBM T. J. Watson Research Center, Yorktown Heights, New York, USA

Data to Smart Decisions

Abstract:

Climate change, rising energy costs and resource constraints are increasing becoming global issues for government and business. These global issues are driving new trends in the development of Smart Technologies. The ability to pull value from data is a crucial competitive differentiator. Substantial value can be realized by making smart data-driven decisions. A vast amount of heterogeneous data of variable quality requires better tools to identify data that is relevant for smart decision making. Although analytics technology has a proven and growing ability to create value from data, it needs to be made usable for all decision makers, not just analysts. Analytics will become more consumable by enabling users to interact with analytics in business-specific ways and by integrating analytics with technologies that can discover relevant data. In this talk, we will discuss the new wave of data gathering and analytic technologies, and industrial case studies. We will conclude with our views on future trend, directions and research topics on Smart Decisions.

Biography:

Jen-Yao Chung received the M.S. and Ph.D. degrees in computer science from the University of Illinois at Urbana-Champaign. He is the senior manager for Industry Technology and Solutions, IBM T. J. Watson Research Center, responsible for identifying and creating emerging solutions with focus on "Green Computing and Business". Before that, he was Chief Technology Officer for IBM Global Electronics Industry. Before that, he was senior manager of the electronic commerce and supply chain department, and program director for the IBM Institute for Advanced Commerce Technology office. Dr. Chung is co-Editor in Chief of the International Journal of Service Oriented Computing and Applications (published by Springer). Dr. Chung is the co-founder and co-chair of the IEEE technical committee on Electronic Commerce. He has served as general chairs and program chairs for many international conferences. He has authored or co-authored over 160 technical papers in published journals or conference proceedings. He is a Fellow of IEEE and a Distinguished Engineer of ACM.

Keynote 2: Wednesday, 22 July, 9:00 – 10:00

Georg Gottlob, Oxford University

Scalable Web Data Extraction for Online Market Intelligence

Abstract:
Online market intelligence (OMI), and, especially, competitive intelligence for product pricing, is a very important application area for Web data extraction. However, OMI presents nontrivial challenges to data extraction technology.

Sophisticated and highly parameterized navigation and extraction tasks are required. Data cleansing on the fly is necessary in order two identify identical products from different suppliers. It must be possible to smoothly define data flow scenarios that merge and filter streams of extracted data stemming from several Web sites and store the resulting data into a data warehouse, where the data are subjected to market intelligence analytics. Finally, the system must be highly scalable so to extract and process massive amounts of data in a short time. Lixto (www.lixto.com), a company offering data tools and services, has been providing OMI solution for several customers. In this talk it is shown how Lixto has tackled each of the above challenges by improving and extending its original data extraction software.

Most importantly, we show how high scalability is achieved through cloud computing. The talk also features case studies in different application domains. Joint work with Robert Baumgartner and Marcus Herzog.

Biography:
Georg Gottlob is a Professor of Computing Science at Oxford University. His research interests are in database theory (in particular, query languages), Web information processing, AI, and computational logic. Gottlob got his Ph.D. degree in Computer Science from TU Vienna, Austria in 1979 and 1981, respectively. Before he moved to Oxford in 2006, he was a Professor of Computer Science at TU (since 1988). Before that, he was affiliated with the Italian National Research Council in Genoa, Italy. He also was a Research Associate and lecturer at the Politecnico di Milano, Stanford University and held visiting positions at Paris VII and at Berkeley.

Gottlob has received the Wittgenstein Award from the Austrian National Science Fund. He is an ACM and an ECCAI Fellow, and a member of the Austrian Academy of Sciences, the German National Academy of Sciences Leopoldina, and the European Academy of Sciences Academia Europaea in London. He chaired the Program Committees of IJCAI 2003 and ACM PODS 2000. He has co-founded the Lixto software company (www.lixto.com) which offers software and services for Web data extraction.

Keynote 3: Thursday, 23 July, 9:00 – 10:00

Schahram Dustdar, Vienna University of Technology

SOA 2.0 – Models, Methods, and Algorithms

Abstract:
The transformation of how people collaborate and interact on the Web has been poorly leveraged in existing service-oriented architectures (SOA). The paradigm of SOA and Web services is based on loose coupling and dynamic discovery of services. The user should be able to define interaction interfaces (services) following the same principles to avoid the need for parallel systems of software services and Human-Provided Services (HPS). The benefit of this approach is a seamless service-oriented infrastructure of human- and software services.

In this keynote talk I will focus on the discovery of user preferences and expertise based on ad-hoc interactions and thus will address two issues: which aspects of users' activities are most relevant for provisioning expertise and how can personalized services effectively be provided by the end-user.

Biography:
Since July 2005, Schahram Dustdar is Full Professor of Computer Science with a focus on Internet Technologies heading the Distributed Systems Group, Institute of Information Systems, Vienna University of Technology (TU Wien) where he is director of the Vita Lab. He is also Honorary Professor of Information Systems at the Department of Computing Science at the University of Groningen (RuG), The Netherlands. He is Chair of the IFIP Working Group 6.4 on Internet Applications Engineering and a founding member of the Scientific Academy of Service Technology.

He has published some 200 scientific papers as conference-, journal-, and book contributions. He has written 3 academic books as well as one professional book. He co-organized several scientific workshops and conferences (e.g., ICSOC 2007, BPM 2006, DiSD 2005 colocated with RE; Teamware colocated with SAINT; CSSE colocated with ASE; UMICS 2003, 2004, 2005, 2006, colocated with CAiSE; DMC 2003, 2004, 2005, 2006 colocated with IEEE WETICE) and has been serving on more than 200 international program committees as well as on editorial boards of 10 scientific journals. His research interests include collaborative computing, workflow systems, Internet technologies, software architecture, distributed systems, distributed multimedia systems, and mobile collaboration systems. He is charter member of the Association of Information Systems (AIS), member of the IEEE Computer society, ACM, GI, and Austrian Computer Society. He was an invited expert evaluator for the IST 6th Framework (FP6) of the European Commission as well as an invited expert for the 7th Framework roadmap definitions for some working groups. He has been a scientific reviewer for the European Research Council (ERC) as well as a number of National Science Foundations (e.g., DFG (Germany), NWO (Netherlands), SNF (Switzerland), EPSRC (UK), SFI (Ireland), NSERC (Canada)).

BPMN 1 Semantical Foundations of BPMN			
Monday 20 July	9:00 - 10:30	Festssaal	Chair: Gero Decker
Realising Dead Path Elimination in BPMN			Matthias Weidlich, Alexander Grosskopf, and Alistair Barros
Modeling and Validating BPMN Diagrams			Michele Chinosi and Alberto Trombetta

DEECS and RTSOA Joint Opening and Keynote			
Monday 20 July	9:00 - 10:30	Böcklsaal	Chair: Jörg Leukel
Keynote: The Challenges of Automotive Service Integration Platform			Akihito Iwai

E3C Emails in e-Commerce and Enterprise Context			
Monday 20 July	9:00 - 10:30	HS 18	Chair: Hong-Linh Truong
Email in Semantic Task Management			Uwe Riss and Marlen Jurisch
Motivating intelligent email in business: an investigation into current trends for email processing and communication research			Michal Laclavik and Diana Maynard

BPMN 2 Conceptual Extensions to BPMN			
Monday 20 July	11:00 - 12:30	Festssaal	Chair: Felix Garcia
Time-BPMN			Denis Gagné and André Trudel
Extending BPMN with Submit/Response-style User Interaction Modeling			Dagmar Auer, Verena Geist, and Dirk Draheim

DEECS and RTSOA Data Engineering Issues in E-Commerce and Services (DEECS) 1			
Monday 20 July	11:00 - 12:30	Böcklsaal	Chair: Jörg Leukel
Business Rules for Concurrent e-Commerce Transactions			Hendrik Decker
Towards an Approach for Estimating Impact of Changes on Business Processes			Mohamed Boukhebouze, Youssef Amghar, Nabila Benharkat, and Zakaria Maamar
Context-Aware Recommendation by Aggregating User Context			Dongmin Shin, Jae-won Lee, Jongheum Yeon, and Sang-goo Lee

E3C Emails in e-Commerce and Enterprise Context			
Monday 20 July	11:00 - 12:30	HS 18	Chair: Michal Laclavik
Semanta - Supporting Email Workflows in Business Processes			Simon Scerri, Brian Davis, and Siegfried Handschuh
Community-based Interoperability Utility for SMEs - An introduction of the Commius prototype			Thomas Burkhart, Dirk Werth, and Peter Loos

BPMN 3 Usability of BPMN Models			
Monday 20 July	14:00 - 15:30	Festssaal	Chair: Matthias Weidlich
Prediction Models for BPMN Usability and Maintainability			Elvira Rolon, Laura Sanchez, Felix Garcia, Francisco Ruiz, Mario Piattini, Danilo Caivano, and Guiseppe Visaggio
Structural Aspects of Business Process Diagram Abstraction			Sergey Smirnov

DEECS & RTSOA Real-time SOA			
Monday 20 July	14:00 - 15:30	Böcklsaal	Chair: Masanori Akiyoshi
Monitoring Appliances Sensor Data in Home Environment: Issues and Challenges			Nazaraf Shah, Kuo-Ming Chao, and Chen-Fang Tsai
Ontology-based Service Composition Framework for Syndicating Building Intelligence			Wei-Tek Tsai
A System for Web-based Interactive Real-time data Visualization and Analysis			Tao Yu, Qiming Chen, Qinghu Li, Rui Liu, Weihong Wang, Wei Liu
A Framework for Real-Time Service-Oriented Architecture			Mark Panahi, Weiran Nie, Kwei-Jay Lin, and Yue Zhang

Tutorial 1: The Web of Data for E-Commerce			
Monday 20 July	14:00 - 17:30	HS 18	
A Hands-on Introduction to the GoodRelations Ontology, RDFa, and Yahoo! Search Monkey			Martin Hepp and Michael Hausenblas
http://www.ebusiness-unibw.org/wiki/Web_of_Data_for_E-Commerce_Tutorial_IEEE_CEC%2709			

Corporate Communications 2.0 An Interactive Workshop			
Monday 20 July	14:00 - 17:30	Seminarraum 212-232	
Details: http://communications20.ning.com/			Christoph Lattemann and Susanne Robra Bissantz

BPMN 4 Layout Challenges of BPMN			
Monday 20 July	16:00 - 17:30	Festssaal	Chair: Jan Mendling
A Simple Algorithm for Automatic Layout of BPMN Processes			Ingo Kitzmann, Christoph König, Daniel Lübke, and Leif Singer
An Interactive Layout Tool for BPMN			Philip Effinger, Michael Kaufmann, and Martin Siebenhaller

DEECS & RTSOA DEECS 2 and Closing Discussion			
Monday 20 July	16:00 - 18:00	Böcklsaal	Chair: Jörg Leukel
An Electronic Economic Mechanism based on Interpersonal Relationship			Takaaki Narabe, Yoshihito Saito, Satoshi Takahashi, and Tokuro Matsuo
Attribute Intelligence in Product Ontology			Rouzbeh Meymandpour and Mohammad Hadi Sadreddini
Comparing N-gram Models for Tag Suggestion in Tagging System			Hyunwoo Kim, Kangpyo Lee, Hyopil Shin, Hyoung-Joo Kim

Opening Session & Keynote 1			
Tuesday 21 July	9:00 - 10:30	Festsaal	Chair: Kwei-Jay Lin
Address by the Conference Chairs			Birgit Hofreiter, Christian Huemer, Kwei-Jay Lin, Heiko Ludwig, and Hannes Werthner
Data to Smart Decision			Jen-Yao Chung

Full Paper Session 1 Recommender and Contracting			
Tuesday 21 July	11:00 - 12:30	Festsaal	Chair: Hannes Werthner
Collaborative feature-combination recommender exploiting explicit and implicit user feedback			Markus Zanker and Markus Jessenitschnig
Asymmetric Dominance- and Compromise Effects in the Financial Services Domain			Erich Teppan and Alexander Felfernig
Exception Handling in Electronic Contracting			Carlos Molina-Jimenez, Santosh Shrivastava, and Massimo Strano

Industry Session 1			
Tuesday 21 July	11:00 - 12:30	Böcklsaal	Chair: Christoph Lattemann
Evaluation of Workflow Management Systems: a Case Study			Horst Gruber
Web-Based Process Portals: Powering business process management within large organizations			Robert Strobl
Service Innovation in Spare Parts Logistics in the Business Aviation Industry			Roland Klueber and Hugh McCann

Web Services Challenge 1 Team Presentations			
Tuesday 21 July	11:00 - 12:30	HS 18	Chair: Srividya Kona
Optimal QoS-Aware Web Service Composition			Marco Aiello, Elie el Khoury, Alexander Lazovik, and Patrick Ratelband
Semantic Web Service Composition Framework Based on Parallel Processing			Peter Bartalos and Maria Bielikova
Business Process Composition with QoS Optimization			Jing Zhang, Mark Panahi, Weiran Nie, Yichin Chang, and Kwei-Jay Lin
MOVE: a generic service composition framework for Service Oriented Architectures			Albert Rainer and Jürgen Dorn
QoS-Driven Web Service Composition Using Learning-based Depth First Search			Wonhong Nam and Hyunyoung Kil

Full Paper Session 2 Auctions			
Tuesday 21 July	14:00 - 15:30	Festsaal	Chair: Martin Bichler
Optimal Multi-Unit Combinatorial Auctions with Single Minded Bidders			Sujit Gujar and Narahari Yadati
A Business Intelligence Methodology for e-Government Reverse Auctions			Rafael F. B. Souza and Adriano C. M. Pereira
Bid Price Control for Pricing Services in Clouds			Arun Anandasivam, Stefan Buschek, and Rajkumar Buyya

Industry Session 2			
Tuesday 21 July	14:00 - 15:30	Böcklsaal	Chair: Robert Strobl
Privacy Application Infrastructure			Beat Liver and Keith Tice
Case Study on Utilizing Mobile Applications in Industrial Field Service			Markus Aleksy, Bernd Stieger, and Gerhard Vollmar
A generic user modeling component for hybrid recommendation strategies			Markus Zanker and Markus Jessenitschnig

Web Services Challenge 2 Team Presentations			
Tuesday 21 July	14:00 - 15:30	HS 18	Chair: Srividya Kona
Large-scale Network Decomposition and Mathematical Programming based Web Service Composition			Li Ying Cui, Soundar Kumara, Jung-Woon Yoo, and Fatih Cavdur
WSPR*: Web-Service Planner Augmented with A* Algorithm			Seog-Chan Oh, Ju-Yeon Lee, Seon-Hwa Cheong, Soo-Min Lim, Min-Woo Kim, Sang-Seok Lee, and Jin-Bum Park
Effective Pruning Algorithm for QoS-Aware Service Composition			Zhenqiu Huang, Wei Jiang, and Songlin Hu
A QoS-Driven Approach for Semantic Service Composition			Yixin Yan, Bin Xu, Zhifeng Gu, and Sen Luo

Panel			
Tuesday 21 July	16:00 - 17:30	Festsaal	Chair: Christian Huemer
e-Commerce and Enterprise Computing: Differences, Convergence & Research Issues			Martin Bichler, Kwei-Jay Lin, Heiko Ludwig, Robert Strobl, and Hannes Werthner

Keynote 2	
Wednesday 22 July 9:00 - 10:00 Festsaal	Chair: Hannes Werthner
Scalable Web Data Extraction for Online Market Intelligence	Georg Gottlob

Full Paper Session 3 Business Process Management	
Wednesday 22 July 10:30 - 12:00 Festsaal	Chair: Jan Mendling
Guaranteeing Soundness of Configurable Process Variants in Provop	Alena Hallerbach, Thomas Bauer, and Manfred Reichert
Decision-support for Optimizing Supply Chain Formation Based on CSET Model	Hang Yang, Simon Fong, and Yan Zhuang
Key Issues in EA-implementation: Case study of two Finnish government agencies	Ville Seppänen, Jukka Heikkilä, and Katja Liimatainen

Short Paper Session 1 Economic Issues	
Wednesday 22 July 10:30 - 12:00 Böcklsaal	Chair: Susanne Robra-Bissantz
Nash Bargaining Based Ad Networks for Sponsored Search Auctions	Ramakrishnan Kannan, Dinesh Garg, Karthik Subbian, and Yadati Narahari
Online Auctions: There can be only one	Charu Aggarwal and Philip Yu
Approximately Efficient Iterative Mechanisms for Combinatorial Exchanges	Shantanu Biswas and Yadati Narahari
Stability and Efficiency of Social Networks with Strategic, Resource Constrained Nodes	Ramasuri Narayanam and Yadati Narahari

Full Paper Session 4 Semantics Wednesday 22 July 13:30 - 15:00 Festsaal	Chair: Heiko Ludwig
Wikipedia-Graph Based Key Concept Extraction towards News Analysis	Baoyao Zhou, Ping Luo, Yuhong Xiong, and Wei Liu
Ontology-driven decision support in dynamic supply-chains	Andrew Nelson, Dickens Nyabuti, John Collins, and Wolfgang Ketter
A semantic based framework for supporting negotiation in Service Oriented Architectures	Marco Comuzzi, Kyriakos Kritikos, and Pierluigi Plebani

Short Paper Session 2 Business Services Wednesday 22 July 13:30 - 15:00 Böcklsaal	Chair: Marco Zapletal
Service Value Networks	Benjamin Blau, Jan Krämer, Tobias Conte, and Clemens van Dinther
From e3-Value to REA: Modeling multi-party eBusiness Collaborations	Rainer Schuster and Thomas Motal
Relation Based Service Networks for Service Replacement	Yi Wang and Jian Yang
Gap Analysis Methodology for Business Service Engineering	Dinh Khoa Nguyen, Willem-Jan van den Heuvel, Mike P. Papazoglou, Valeria de Castro, and Esperanza Marcos

Full Paper Session 5 Best Paper I - Economic Issues Wednesday 22 July 15:30 - 17:00 Festsaal	Chair: Kwei-Jay Lin
Bidding Languages and Supplier Selection for Procurement Markets with Economies of Scale and Scope	Stefan Schneider, Martin Bichler, Mehmet Sayal, and Kemal Guler
Evaluation of Prioritization in Performance Models of DTP Systems	Christian Markl and Oliver Hühn
Evolution of Cooperativeness in a Business Game Relying on Acquaintance Based Trustworthiness Assessment	Sanat Kumar Bista, Keshav Dahal, Peter Cowling, and Bhadra Man Tuladhar

Full Paper Session 6 Best Paper II - Technology Wednesday 22 July 17:15 - 18:45 Festsaal	Chair: Birgit Hofreiter
SARI-SQL: Event Query Language for Event Analysis	Szabolcs Rozsnyai, Josef Schiefer, and Heinz Roth
CHAOS: A Data Stream Analysis Architecture for Enterprise Applications	Chetan Gupta and Song Wang
Modelling Flexible Processes with Business Objects	Guy Redding, Marlon Dumas, Arthur ter Hofstede, and Adrian Iordachescu

Keynote 3

Thursday 23 July	9:00 - 10:00	Festsaal	Chair: Heiko Ludwig
SOA 2.0 - Models, Methods, and Algorithms			Schahram Dustdar

Full Paper 7
Services

Thursday 23 July	10:30 - 12:00	Festsaal	Chair: Masanori Akiyoshi
An Efficient Approach for Service Process Reconfiguration in SOA with End-to-End QoS Constraints			Jing Zhang, Yanlong Zhai, and Kwei-jay Lin
Bridging the Gap between User Attributes and Service Policies with Attribute Mapping			Davide Cerri and Francesco Corcoglioniti
A Negotiation Protocol Description Language for Automated Service Level Agreement Negotiations			Sebastian Hudert, T. Eymann, G. Wirtz, and H. Ludwig

Short Paper 3
Management Issues

Thursday 23 July	10:30 - 12:00	Böcklsaal	Chair: Philipp Liegl
The Barriers to Institutionalisation of Enterprise Architecture			Tiko Iyamu
Management Framework for Business Integration Projects			Thomas Keller and Thomas Marko
Profitability Analysis of Workflow Management Systems			Horst Gruber and Christian Huemer
Compliance and Company Value: How Markets React to Reported Lapses in Corporate Governance			Amy McDonough and Stefan Sackmann

Short Paper 4
Business Issues

Thursday 23 July	13:30 - 15:20	Festsaal	Chair: Rainer Schuster
Everyone Abandons - Eventually: Understanding the Online Shopping Experience			Karen Renaud, Tunde Cockshott, and Mario Hair
A Business Model for Mobile Communities			Stefan Stieglitz, Christoph Fuchß, and Christoph Lattemann
Customer Situations as a Clue to Information Needs			Susanne Robra-Bissantz
Evaluating Zones: A Framework for Web-context Information and Content Placement for Web Portals			Natascha Hoebel, N. Mushtaq, C. Schefels, K. Tolle, R. Zicari
Designing Social Commerce Experience in 3D Virtual World			Fang Zhi-Cong and Cai Hong

Short Paper 5
E-Commerce Technologies

Thursday 23 July	13:30 - 15:20	Böcklsaal	Chair: Christian Huemer
DySCon: Dynamic Sharing Control for Distributed Teams Collaborations in Networked Enterprises			Malik Ahmad Kamran, Hong-Linh Truong, and Schahram Dustdar
Process Mining of RFID-based Supply Chains			Kerstin Gerke, Alexander Claus, and Jan Mendling
Introducing an Agile Method for Enterprise Mash-Up Development			Alfred Kayser, Wolfgang Ketter, Marko Banjanin, and Rob Guikers
SADP: Site Architecture Driven by Personalization			Juliano Blanco and Antonio Prado