2012 IEEE 14th International Conference on Commerce and Enterprise Computing

(CEC 2012)

Hangzhou, China
9 – 11 September 2012
# Table of Contents

Welcome Message from the Program Chairs ............................................................................................................. viii
Program Committee .................................................................................................................................................. x
Reviewers ............................................................................................................................................................. xii
Welcome Message from the SEMP 2012 Workshop Chairs ..................................................................................... xiii
Welcome Message from the UCIA 2012 Workshop Chairs ..................................................................................... xiv
Welcome Message from the STIIS 2012 Workshop Chairs .................................................................................... xv

---

**Session CEC-01: Business Informatics**

Enterprise Architecture: A Strategic Specialism ........................................................................................................ 1  
Roel Wagter, Henderik A. Proper, and Dirk Witte

REA-DSL: Business Model Driven Data-Engineering .............................................................................................. 9  
Dieter Mayrhofer and Christian Huemer

From Encoded EDIFACT Messages to Business Concepts Using Semantic Annotations ........................................ 17  
Robert Engel, Christian Pichler, Marco Zapletal, Worarat Krathu, and Hannes Werthner

Differences in Efficiency between B2Bs and B2Cs in the Japanese IT Services Industry ........................................ 26  
Hiroshi Sasaki

**Session CEC-02: Reputation and Trust**

Behavioral Analysis of Registered Web Site Visitors with Help of Mouse Tracking ............................................. 33  
Clemens Scheifels, Sven Eschenberg, and Christian Schöneberger

Bootstrapping Trust and Reputation for Web Services .......................................................................................... 41  
Hien Trang Nguyen, Jian Yang, and Weiliang Zhao

The Moderating Effect of Legitimacy and Reputation on SMEs in a B2B Environment ........................................ 49  
Guangyin Jia, Yigang Li, Kai Wang, Jianhua Sun, and Kai Li

Context-Based Reputation Management for Service Composition and Reconfiguration .................................... 57  
Jinhwan Lee, Jing Zhang, Zhengqiu Huang, and Kwei-Jay Lin
Session CEC-03: BI Architecture

Context-Aware Proactive Process Reconfiguration in Service-Oriented Architecture ........................................62
     Jing Zhang, Jinhwan Lee, and Kwei-Jay Lin

A Generic Architecture for User-Centric Portlet Integration ...........................................................................70
     Oliver Gmelch and Günther Pernul

Serendipitous Exploration of Large-scale Product Catalogs ...........................................................................78
     Marc von Wyl, Birgit Hofreiter, and Stéphane Marchand-Maillet

The Effects of ICT Innovation and Industry Regulation on Chinese Travel Website’s Marketing Logic ..................86
     Yi Zhang and Limei Zhang

Session CEC-04: Informatics and User Networks

Identifying Information Assets for Open Data: The Role of Business Architecture and Information Quality ..........94
     Guang-Jie Ren and Susanne Glissmann

Social Network Characteristics of Online Shopping Interpersonal Relationship in Real and Virtual Communities ..........101
     Zhang Chong, Wang Bian, Lv Benfu, and Peng Geng

Equilibrium Selection under Limited Control - An Experiment on Network Hawk Dove Games .........................107
     Stephan Schosser, Siegfried Berninghaus, and Bodo Vogt

On the Use of GEA at the Dutch Ministry of Social Affairs and Employment ..................................................115
     Roel Wagter, Henderik A. Proper, and Dirk Witte

SEMP 2012

Mobile Commerce Trust Model and its Application for Third Party Trust Service Platform .................................120
     Chunhui Piao, Shuzhen Wang, Jie Wen, and Yongchun Luo

Analyzing the Effect of Open Street Map During Crises: The Great East Japan Earthquake ...............................126
     Yuma Imi, Tomomichi Hayakawa, and Takayuki Ito

Analysis of Quality of Data in OpenStreetMap ..........................................................................................131
     Tomomichi Hayakawa, Yuma Imi, and Takayuki Ito

Proposal of Business Process Visualization Tool ......................................................................................135
     Akihiko Nagai and Takayuki Ito

Teaching Method Based on Learning Networks ...........................................................................................140
     Shun Okuhara, Takanobu Otsuka, Takaya Yoshimura, Raiye Hailu, and Takayuki Ito
<table>
<thead>
<tr>
<th><strong>UCIA 2012</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Rule-based Parallel Processing to Speed-Up an Application ................................................................. 144</td>
</tr>
<tr>
<td>Jo Ryan Basco, Bobby D. Gerardo, Cyreneo Dofitas Jr., and Yung-Cheol Byun</td>
</tr>
<tr>
<td>An Optimization of FMM under CPU+GPU Heterogeneous Architecture .......................................................... 147</td>
</tr>
<tr>
<td>Yonghua Zhu and Xiao Lu</td>
</tr>
<tr>
<td>Modeling and Simulation for Dynamic Services Composition of LBS Based on TCPN ..................................... 151</td>
</tr>
<tr>
<td>Weimin Li and Xiaohua Zhao</td>
</tr>
<tr>
<td>A Unified Service-Enabled Logical Model for Devices Integration ............................................................... 155</td>
</tr>
<tr>
<td>Xiaoli Zhi and Weiqin Tong</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>STIIS 2012</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro-film Marketing of Chinese Tourism Destinations via Social Media: The Case of Shaoxing ..................... 159</td>
</tr>
<tr>
<td>Jun Shao, Xiong Li, and Zhao Li</td>
</tr>
<tr>
<td>Extraction of Hints and Advice from Hotel Reviews for Improving Small Hotel Management .............................. 166</td>
</tr>
<tr>
<td>Sachio Hirokawa, Makoto Okada, and Kiyota Hashimoto</td>
</tr>
<tr>
<td>Extraction of Feature Words with the Same Generality Level as Query using Restricted Bootstrapping .................. 171</td>
</tr>
<tr>
<td>Jun Zeng, Toshihiko Sakai, Brendan Flanagan, and Sachio Hirokawa</td>
</tr>
</tbody>
</table>

**Author Index** ........................................................................................................................................ 177