

# Proceedings Of The 6th International Conference on e-Business 2007

*“SHARING E-BUSINESS RESEARCH FOR GLOBAL  
PROSPERITY”*

22-23 November 2007  
Miracle Grand Hotel,  
Bangkok, Thailand.

**Organized by:**

- Sripatum University

**In cooperation with:**

- IEEE Thailand Section

**Sponsors:**



## Message from the President

This is the most auspicious year of the Thai people , being the 80<sup>th</sup> anniversary of our beloved King.

The King is regarded as the father of the land . He teaches us to use technologies wisely and in a sustainable way. He is a role model of researchers on solving the country's shortcomings, i.e, he was the first to suggest that biodeisel be used in powering engines even when the gasoline was still cheap . This has been the model for living in a sufficiency economy. He also was the first in the world in using artificial rain to alleviate the farming's water shortage problem . We, all Thais, always follows in his footsteps in our everyday livings.

“The 6<sup>th</sup> International Conference on e-Business 2007” is a forum for researchers from international research and education institutions to present their works to the public . Research works presented here will be useful in the advancements of e-Business in the future .

On behalf of the Sripatum University , I am honored to host this conference. I do wish that you all benefit from this meeting.



Dr. Rutchaneeporn Pookayaporn Phukkamarn  
President, Sripatum University

## A Message from The 6<sup>th</sup> International Conference on e-Business 2007 (INCEB 2007) Chairman

The International Conference on e-Business 2007 being held at Bangkok, Thailand - Faculty of Informatics, Sripatum University and Miracle Grand Hotel. I have served on and I am still serving as the chairman of the organizing committee in the year 2007. The first one was the 11<sup>th</sup> National Computer Science and Engineering Conference (NCSEC 2007) held November 19-21, 2007. The second one was the 6<sup>th</sup> International Conference on e-Business 2007 (INCEB2007) held November 22-23, 2007. The INCEB2007 has served as an important forum for the exchange of ideas and information to promote understanding and cooperation among the peoples of the e-Business countries.

The e-Business 2007 theme of “Sharing e-Business Research for Global Prosperity” is intended to encourage paper on all topics of interest in e-Business, such as e-Business Process Modeling, Integration, and Monitoring ,Information Retrieval and Web Search Techniques, Applications, Case Studies & Best Practices in e-Business.

We are honored to have distinguished speakers from Thailand and Sripatum University in the Opening Plenary Session. We are also honored to be able to conduct our Opening Plenary Session. I would like to express my sincere appreciation to all members of the Organizing Committee especially the reviewer committees.

We wish to welcome all participants to Bangkok, Thailand and we hope the conference will be another success in terms of sharing information and learning from each other.



Assoc. Prof. Dr. Suchai Thanawastien  
e-Business 2007 Conference Chairman

## **The 6th International Conference on e-Business 2007 (INCEB 2007)**

INCEB is an international conference held annually in Thailand. It provides a central forum for students, researchers, experts and developers to promote, share, and discuss various issues and developments in the broad field of e-business and other related areas. INCEB provides an opportunity for young researchers to demonstrate their talents and interesting research work. The conference will benefit people who are actively involved in research related to e-commerce, e-government, e-supply chain management, e-security and other related fields. The mission of the conference is to bring together leading researchers and professionals from all over the globe and from many disciplines to exchange ideas and share research solutions to problems of today's business and information technology society and to identify new issues and directions for future research and development work. For the 6th INCEB conference, the list of topics includes the following:

**The list of topics of interest includes (but not limited to)**

### **1. e-Business Process Aspects**

- Strategic and International Issues in e-Business
- e-Marketing and e-Advertising Technologies
- e-Business Process Modeling, Integration, and Monitoring
- Transaction and Workflow Management
- Electronic Data Interchange
- XML for e-Business
- Enterprise Application Integration
- Interoperability

### **2. Intelligent e-Business System**

- Data and Knowledge Engineering in e-Business
- Information Retrieval and Web Search Techniques
- Information Integration and Mediation
- Data Warehouse, Data Mining & Knowledge Recovery
- Web Data Visualization
- Multimedia Data Issues & Stream Processing
- Natural Language Processing

### **3. m-Business**

- Ubiquitous Services
- Location based Service
- e-Game and e-Entertainment
- Telemetric

### **4. e-Supply Chain Management & e-Logistics**

- Collaborative e-Business
- Formation of Supply Chains
- Coalition, Virtual Enterprises
- Supply Relationship Management
- Enterprise Resource Planning
- e-Transportation and Distribution

### **5. e-Customer Relationship Management**

- Web Site Monitoring
- Customer Behavior
- Web Usage Mining

**6. e-Negotiation and e-Contracting**

- e-Auction Mechanisms
- Bidding and e-Negotiation Technologies

**7. e-Security & Audit Management**

- Collaborative Filtering
- Web Personalization
- Intelligent User Interface

**8. e-Legal & Laws**

- Intellectual Property Rights
- e-Trust (Privacy Issues in e-Business)

**9. e-Payment**

- Pricing and Metering On-Demand Services

**10. e-Business Design and Developments**

- Web Services Computing
- P2P Computing
- Grid Computing for e-Business
- e-Project Management
- e-Quality Control

**11. e-Government**

- e-Strategy and e-Policy
- e-Democracy and e-Voting
- e-Society
- e-Taxation
- e-Service
- e-Government Knowledge

**12. Applications, Case Studies & Best Practices in e-Business**

- e-Banking
- e-Tourism
- e-Healthcare
- e-Tailing

**13. Any other related topic**

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**Ms. Thananoot Treetipbut**

**Secretary General**

**National Statistical Office**

**Education**

- Certificate, National Defence College, Bangkok
- M.S. (Computer and Information Science) Syracuse University
- Master of Arts (Public Administration)
- Bachelor of Science (Mathematics-Computer)
- Certificate (Public Laws, Thammasat University)

**Training**

- Certificate, High Level Management, Civil Service Development Institute, Office of the Civil Service Commission

**Experienced**

- Deputy Permanent Secretary, Ministry of Information and Communication Technology
- Inspector General of the Prime Minister
- Assistant Secretary General of the Cabinet
- Director of the Cabinet Information Bureau
- Director of the Cabinet Information Center

**INCEB2007**  
**SESSION SCHEDULE**

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22 <sup>th</sup> November 2007 (Room : Magic3)			
08:30	09:00	REGISTRATION	
09:30	10:15	Opening Ceremony by Minister of Information and Communication Technology	
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10:45	12:00	Keynote Speech : Thananoot Treetipbut	
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13:20	13:40	Design Software Configuration Management Support System <b>(P18)</b>	90
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14:40	15:00	Agile Content Development <b>(P21)</b>	107
15:00	15:20	An Approach to Visualization Design for R&D Information Management <b>(P15)</b>	70
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# » Session Schedule «

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12:00	13:00	Lunch	
13:00	13:20	E-service in Education: The influences of Media Richness, Social Presence, Privacy and Technology Acceptance Model on Email Adoption <b>(P10)</b>	34
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14:20	14:40	The Survey on E-tourism and Ontologies <b>(P9)</b>	26
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