

INTERNATIONAL CONFERENCE ON ELECTRONIC COMMERCE (ICEC)

Delta Hotel, Fredericton, New Brunswick Canada

August 13-16, 2006

INNOVATIVE SOLUTIONS FOR ONLINE BUSINESS...

The International Conference on Electronic Commerce (ICEC) brings together the top of the scientific research community in e-commerce and e-business from all over the world. The conference in Fredericton New Brunswick Canada provides a forum to explore innovative solutions to barriers, obstacles and limitations faced by online business, and to set the course for new research endeavours based on needs identified by the software engineering and the e-business communities.

FEATURES

Research Presentation Tracks

- *Business-to-Business E-Commerce*
- *Business-to-Consumer E-Commerce*
- *E-government, Policy and Law*
- *Mobile and Pervasive Commerce*
- *Multiagent Systems and Electronic Markets*
- *Privacy, Security and Trust*
- *Semantic Web Ontologies, Rules and Services*

Workshops and Tutorials August 13:

- Agent-Based Supply Chain Management
- Location-based Mobile Commerce Workshop: I-Commerce'06
- Mobile Commerce: Designing Novel Interaction Techniques for Mobile Technology
- Service Oriented Techniques

Business day and Brokerage Session August 15:

An innovation at this year's conference, the *Brokerage Session* is an exciting opportunity for real discussion of pressing issues on both sides of the technological tools. **Industry meets Research!**

VALUABLE EXPERIENCE shared throughout:

Banquet keynote: **Julia MacLauchlan**, Microsoft

Research keynotes:

Roger Clarke, Xamax Consultancy Pty Ltd,
Antonio Cordella London School of Economics
Stephen Marsh National Research Council -- IIT
Norman Sadeh, Carnegie Mellon University
Michael J. Shaw Center for Information Technology and e-Business Management, U of Illinois
Michael Wellman, U of Michigan, TradingDynamics Inc.
Hai Zhuge Inst of Computing Tech, Chinese Academy of Sciences, China Knowledge Grid Research Group

Enjoy famous down-East hospitality

- For the whole conference
- For the workshops and tutorials
- For the Brokerage Session and Banquet
- As an exhibitor
- As a sponsor

For any information on the program, rates, panellists and keynotes as well as on-line registration for any/all of the program, please access the ICEC 2006 web site at <http://iccec06.net/>

For exhibition/sponsorship, or other information, contact **Scott Buffett**, Research Officer, Internet Logic, Institute for Information Technology, National Research Council Canada, Telephone: (506) 444-0386 Fax: (506) 444-6114 E-mail: Scott.Buffett@nrc-cnrc.gc.ca

REGISTRATION OPENS MAY 1/2006 AT <http://iccec06.net>

General Chair: Mark S. Fox, University of Toronto, Novator Systems * Bruce Spencer, Internet Logic Group, NRC Institute for Information Technology – E-business, Computer Science, UNB
 Program chairs: Weichang Du, University of New Brunswick, Canada * Donglei Du, University of New Brunswick, Canada ** Organization Chair: Scott Buffett, National Research Council Canada
 Web Chair: Iliia Goldfarb, National Research Council Canada ** Track Chair: Multiagent Systems and Electronic Markets Filip Perich, Shared Spectrum Company, Inc, USA* Tim Finin, University of Maryland, Baltimore County, USA ** Semantic Web Ontologies, Rules, and Services Yevgen Biletskiy, University of New Brunswick, Canada * Harold Boley, National Research Council Canada ** Privacy, Security and Trust Mark Dibben, Lincoln University, New Zealand * Yingjiu Li, Singapore Management University, Singapore ** Policy, Law and E-government Alessandro D'Atri, Luiss "Guido Carli" University, Italy
 Francesco Bolici CeRSI - Luiss University ** Mobile and Pervasive Commerce Norman Sadeh, Carnegie Mellon University, USA * Els van de Kar, Delft Technical University, The Netherlands ** Business-to-Business E-Commerce Patrick Y. K. Chau, University of Hong Kong * Jae Kyu Lee, School of Information Systems, Singapore Management University, Singapore ** Business-to-Consumer E-Commerce Milena Head, McMaster University, Canada * Khaled Hassanein, McMaster University, Canada

See reverse for more information on the
Business Day/MERC Industry-Researcher Brokerage Session

ICEC 2006 - Business Day/MERC Industry-Researcher Brokerage Session

While business on the Internet is growing, the volume of online transactions is still low. Some impediments to e-commerce growth are a lack of trust in the privacy and security of personal information transmissions, the inability or inefficiency of matching buyers with sellers, and site usability.

This instalment of ICEC is offering a unique session designed to bridge the gap between the research and technology being developed at universities, and the practical needs and opportunities of industry and business. Organized by the McMaster e-Business Research Center (MeRC), the **Business Day/MERC Industry-Researcher Brokerage Session** provides a forum for industry leaders and academic researchers to work on common interests, needs and goals. This discussion will focus on innovative techniques, technologies, as well as set the foundation for new research endeavours in e-commerce. Dr. Roger Clark, a prolific writer, public speaker and a leading consultant specializing in strategic and policy aspects of eCommerce will Chair and motivate.

Business Day/MERC Industry-Researcher Brokerage Session
Session Chairs: Dr. Khaled Hassanein, and Dr. Milena Head
DeGroote School of Business, McMaster University
Industry Chair: Greg Sprague, National Research Council

Order of events Tuesday August 15/06:

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| 8:00 | Breakfast |
| 8:55 | Keynotes, Research Presentations |
| 12:00 | Lunch, Keynote Speech by Dr. Roger Clarke |
| 1:30 | Panel Discussion: focus on B2C, B2B, G2C and policy issues:

Dr. Roger Clarke, Xamax Consultancy, (Chair and introductory remarks)
Dr. Mark Fox, U of Toronto (B2C Issues)
Matthew Ivis, IBM (B2B Issues)
TBA Service New Brunswick, (eGov Issues)
S/Sgt. Al Langille, RCMP (Consumer and Law Enforcement Issues) |
| 3:10 | Interest Groups Discussions: The audience divides into four groups led by one of the panellists to engage in discussions and explore potential collaborations in the area of interest, followed by a Panel Wrap Up. |
| 6:30 | Banquet, keynote address by Julia MacLauchlan from Microsoft |

<http://icec06.net> for information or to register