**INTEGRATION AND INNOVATION
ORIENT TO E-SOCIETY
VOLUME 2**

IFIP – The International Federation for Information Processing

IFIP was founded in 1960 under the auspices of UNESCO, following the First World Computer Congress held in Paris the previous year. An umbrella organization for societies working in information processing, IFIP's aim is two-fold: to support information processing within its member countries and to encourage technology transfer to developing nations. As its mission statement clearly states,

IFIP's mission is to be the leading, truly international, apolitical organization which encourages and assists in the development, exploitation and application of information technology for the benefit of all people.

IFIP is a non-profitmaking organization, run almost solely by 2500 volunteers. It operates through a number of technical committees, which organize events and publications. IFIP's events range from an international congress to local seminars, but the most important are:

- The IFIP World Computer Congress, held every second year;
- Open conferences;
- Working conferences.

The flagship event is the IFIP World Computer Congress, at which both invited and contributed papers are presented. Contributed papers are rigorously refereed and the rejection rate is high.

As with the Congress, participation in the open conferences is open to all and papers may be invited or submitted. Again, submitted papers are stringently refereed.

The working conferences are structured differently. They are usually run by a working group and attendance is small and by invitation only. Their purpose is to create an atmosphere conducive to innovation and development. Refereeing is less rigorous and papers are subjected to extensive group discussion.

Publications arising from IFIP events vary. The papers presented at the IFIP World Computer Congress and at open conferences are published as conference proceedings, while the results of the working conferences are often published as collections of selected and edited papers.

Any national society whose primary activity is in information may apply to become a full member of IFIP, although full membership is restricted to one society per country. Full members are entitled to vote at the annual General Assembly, National societies preferring a less committed involvement may apply for associate or corresponding membership. Associate members enjoy the same benefits as full members, but without voting rights. Corresponding members are not represented in IFIP bodies. Affiliated membership is open to non-national societies, and individual and honorary membership schemes are also offered.

INTEGRATION AND INNOVATION ORIENT TO E-SOCIETY VOLUME 2

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Table of Contents

Volume 2

Conference Chair's Message

Organizing Committee

Program Committee

External Reviewers

e-Service Track

<i>Measuring the Performance of G2G Services in Iran</i> Behrouz Zarei and Maryam Safdari	1
<i>The Study on the Architecture of Public knowledge Service Platform Based on Collaborative Innovation</i> Changping Hu, Min Zhang and Fei Xiang	9
<i>Wiki-based Knowledge Sharing in a Knowledge-Intensive Organization</i> Changping Hu, Yang Zhao and Xueqin Zhao	18
<i>Web 2.0 Applications in China</i> Chen Liu and Dongsheng Zhai	26
<i>On the Standardization of Semantic Web Services-based Network Monitoring Operations</i> Chenling Zhao, Ziheng Liu and Yanfeng Wang	34
<i>Antecedents for Building Trust in Professional e-Services</i> Dieter Fink	41
<i>Service-Oriented Software Testing Platform</i> Fagui Liu and Chunwei Luo	50
<i>Research on Externalization of Tacit Knowledge Based on Web2.0</i> Gang Li and Kun Lu	60
<i>Application of Electronic Business in Safe Accident Prevention and Control on Coalface</i> Guozhi Lu, Jianquan Tang, Chunhui Yao and Lei Yang	68
<i>Fulfillment of HTTP Authentication Based on Alcatel OmniSwitch 9700</i> Hefu Liu	75

<i>On the Potential of Web Services in Network Management</i> Hengzi Liu and Yu Bai	81
<i>A Concept Model of Public Medical Service System Based-on Cell Phone Mobile Platform</i> Hongjiao Fu and Yue Zhao	88
<i>An Integrated Model in E-Government Based on Semantic Web, Web Service and Intelligent Agent</i> Hongtao Zhu and Fangli Su	96
<i>Electronic Commerce in Tourism in China: B2B or B2C?</i> Hongxiu Li and Reima Suomi	103
<i>Customer's Perception and Intentions on Online Travel Service Delivery: An Empirical Study in China</i> Hongxiu Li and Reima Suomi	113
<i>Research on the Impetus Mechanism of Insitutional Repositories</i> Jun Deng and Qiang Bi	123
<i>Study on Influencing Factor Analysis and Application of Consumer Mobile Commerce Acceptance</i> Li Gaoguang and Lv Tingjie	132
<i>The Role of Post-adoption Phase Trust in B2C e-Service Loyalty: Towards a More Comprehensive Picture</i> Matti Mäntymäki	142
<i>Open Access: How Is Scholarly Information Service System Going?</i> Nanqiang Xia and Yaokun Zhang	153
<i>Analysis and Modelling of Willingness to Receive Reward for Relay in Ad Hoc Networks</i> Naoyuki Karasawa, Kyoko Yamori, Kenji Donkai and Yoshiaki Tanaka	160
<i>A Keyword Extraction Based Model for Web Advertisement</i> Ning Zhou, Jiaxin Wu and Shaolong Zhang	168
<i>Study on Personalized Recommendation Model of Internet Advertisement</i> Ning Zhou, Yongyue Chen and Huiping Zhang	176
<i>An Analysis on Modes of Scientific and Technological Information Integration Services in the E-environment</i> Ping Wang, Weidong Zhang, Ye Yuan and Xueyan Song	184

<i>QoE - Quality of Experience - A Conceptual Essay</i> Regis Cabral	193
<i>Inter-organization Cooperation for Care of the Elderly</i> Ricardo Costa, Paulo Novais, José Machado, Carlos Alberto and José Neves	200
<i>An Investigation and Analysis of Web Services in Major Subject Based Information Gateways in the World</i> Ruhua Huang and Chang Liu	209
<i>Design of Web-based Management Information System for Academic Degree & Graduate Education</i> Rui Duan and Mingsheng Zhang	218
<i>A Process Model of Partnership Evolution Around New IT Initiatives</i> Timo Kestilä, Hannu Salmela, Lauri Salmivalli and Annukka Vahtera	227
<i>Design of a Web2.0-based Knowledge Management Platform</i> WeiJun Wang, Rui Xiong and Jing Sun	237
<i>AN Access Control Model of Workflow System Integrating RBAC and TBAC</i> Xiangnin Zhou and Zhaolong Wang	246
<i>Study on Technological Innovation Risk of China's e-Services</i> Xiaobin Lu	252
<i>Research of Default Rules Mining Model based on Reduced Lattice</i> Xinyuan Lu, Huili Zhang and Jinlong Zhang	262
<i>WSDRI-based Semantic Web Service Discovery Framework</i> Xu Sun, YanLi Xu and MingRong Mao	271
<i>Virtual Team Governance: Addressing the Governance Mechanisms and Virtual Team Performance</i> YiHong Zhan, Yu Bai and Ziheng Liu	282
<i>Government Information Access Guiding for E-Government</i> Yikun Xia and Cui Huang	289
<i>An Algorithm for Semantic Web Services Composition Based on Output and Input Matching</i> Ying Li and Baotian Dong	297
<i>Ecological Analysis on Information Systems in Web2.0 Era</i> Ying Liu, Shuren Zhang and Meiqi Fang	308

<i>Humanized Mandarin E-Learning Based on Pervasive Computing</i> Yue Ming and Zhenjiang Miao	316
<i>The Agent of Extracting Internet Information with Lead Order</i> Zan Mo, Chuliang Huang and Aijun Liu	324
<i>Governmental Information Resources Management Base on metadata</i> Zhenlong Li and Xiaoming Zhao	333
<i>Web Services Composition based on Domain Ontology and Discrete Particle Swarm Optimization</i> Zhenwu Wang and Ming Chen	340
<i>e-Society Track</i>	
<i>Personal Knowledge Management based on Social Software</i> Chengling Zhao, Jianxia Cao and Xinhua Guo	346
<i>The Design And Implementing Of Collaborative Learning On Internet Curriculum Development</i> Chengling Zhao and Li Lin	355
<i>eGovGrid: A Service-Grid-Based Framework for E-Government Interoperability</i> Dongju Yang, Yanbo Han and Jinhua Xiong	364
<i>Information Specificity Vulnerability: Comparison of Medication Information Flows in Different Health Care Units</i> Eeva Aarnio and Reetta Raitoharju	373
<i>Service quality of Early Childhood Education web portals in Finnish municipalities</i> Eija Koskivaara and Päivi Pihlaja	382
<i>Exploring the Intelligent and Collaborative control for E-Government System</i> Fangli Su and Hongtao Zhu	390
<i>Evaluating the E-government Based on BSC</i> Jianjun Cheng, Sencheng Cheng and Meiju Yang	397
<i>A New Multi-Agent Approach to Adaptive E-Education</i> Jing Chen and Peng Cheng	404

<i>A Research on Issues Related to RFID Security and Privacy</i> Jongki Kim, Chao Yang and Jinhwan Jeon	412
<i>Business Models of E-Government----Research on Dynamic E-Government Based on Web Services</i> Li Yan and Jiumin Yang	421
<i>Education for Digitization: A Case Study on Sharing E-Information Resources in University Library</i> Lihong Zhu	429
<i>Role-based Administration of User-role Assignment and Its Oracle Implementation</i> Lilong Han, Qingtan Liu and Zongkai Yang	437
<i>An Empirical Analysis of the Determinants of International Digital Divide</i> Liu Yun	445
<i>Intergration of E-education and Knowledge Management</i> Liyong Wan, Chengling Zhao and Wei Guo	453
<i>Spontaneous Group Learning in Ambient Learning Environments</i> Markus Bick, Achim Jughardt, Jan M. Pawlowski and Patrick Veith	460
<i>Roadmapping Future eGovernment Research: Government's Role and Responsibilities in the Virtual</i> Melanie Bicking	469
<i>An E-education Framework based on Semantic Web Agents</i> Ming Dong and Rong Rong	481
<i>A Framework for Web Usage Mining in Electronic Government</i> Ping Zhou and Zhongjian Le	487
<i>A Theoretical Approach to Information Needs Across Different Healthcare Stakeholders</i> Reetta Raitoharju and Eeva Aarnio	497
<i>The Moderating Effect of Leader-member Exchange on the Job Insecurity-Organizational Commitment Relationship</i> Sanman Hu and Mingqian Liu	505
<i>Trust-based Access Control in Virtual Learning Community</i> Shujuan Wang and Qingtang Liu	514

<i>One Continuous Auditing Practice in China: Data-oriented Online Auditing(DOOA)</i> Wei Chen, Jincheng Zhang and Yuquan Jiang	521
<i>Research on the Status Quo and System Architecture of the Web Information Resource Evaluation</i> Wei Xu, Ji Liu and Xiangxing Shen	529
<i>Citizen Engagement: Driving Force of E-Society Development</i> Xiaolin Qiu	540
<i>The Personal Digital Library (PDL)-based e-learning: Using the PDL as an e-learning support tool</i> Xiaozhao Deng and Jianhai Ruan	549
<i>Research on Methods of Processing Transit IC Card Information and Constructing Transit OD Matrix</i> Xiuhua Han, Jin Li and Han Peng	556
<i>Research on Implementation of E-Government Integrated Information Services</i> Xuedong Wang, Xianli Shang and Kun Fan	565
<i>The E-learning System Used in the Civil Servants' Job-training</i> Rui Yang and Jianhai Ruan	574
<i>Evaluate E-loyalty of Sale Website: a Fuzzy Mathematics Method</i> Ying Yi, Zhenyu Liu and Yingzi Xiong	582
<i>CSPMS Supported by Information Technology</i> Zhang Hudan and Wu Heng	590
<i>An Exploratory Discuss of New Ways for Competitive Intelligence on WEB2.0</i> Zhonghua Deng and Ling Luo	597
Erratum	E1

CONFERENCE CHAIR'S MESSAGE

This volume contains the papers presented at I3E2007, the seventh IFIP International Conference on e-Business/Commerce, e-Services and e-Society, which was held in Wuhan from 10-12 October 2007. The conference was sponsored by IFIP TC6/WG6.11 in co-operation with TC8, TC9, TC11, and TC6/WG 6.4.

The scope of six past I3E conferences was on e-Commerce, e-Business, and e-Government. It is changed to "e-Business, e-Services and e-Society" this time, which is not only a diction modification, but also represents the upcoming trends of integration and innovation in the growing areas of e-Business/Commerce, e-Services and e-Society. Modern Service Science based on e-Services is developing as a discipline in all over the world, which would undoubtedly improve the research and application of e-Commerce and e-Society. It really shows the integration and innovation of multidisciplinary research and application in e-Business/Commerce, e-Learning, e-Tourism, e-Government, e-Health, e-Payment, etc. All of these construct the base and bricks of the e-Society.

A total of 460 papers were submitted and 149 papers were accepted through double-blind reviewing, the submissions came from 20 different countries, and it is the first time for I3E to attract big attentions of so many Chinese scholars. We believe more and more Chinese authors will participate in the future activities of I3E.

I would like to express my sincere thanks to the many people that made this volume and the I3E2007 conference in Wuhan possible. The first thank you goes to Reima Suomi, co-chair of the IFIP WG6.11 and Executive Liason, who visited my university in 2005, encouraged me to attend the I3E2006 conference and trusts us to hold the I3E2007 in Wuhan. He has spent much time to discuss issues with us and answer our detailed questions on how to organize the conference. The next goes to Winfried Lamersdorf and Wojciech Cellary, co-chairs of the IFIP WG6.11. They have put forward many good suggestions to our team in preparing for the conference and this book. The third goes to Lefkada Papacharalambous and Narciso Cerpa, program co-chairs. The detailed help was always available from them. And total reviewers have paid great contribution for improving the quality of the already high-quality submitted papers. This conference would not have been possible without your huge support. Thank you very much, all of you.

I also would like to thank my leaders and several colleagues in HuaZhong Normal University. Our president, Ming Ma, vice-president, Zhongkai Yang and Dean, Xuedong Wang pay hight attention to this conference as a core academic activity in the university's and our department's portfolio. Dr.Yanhui Li, Zhao Duan and Li Yan have spent much time and paid much contribution works to edit book and perpare the conference. Our staff Yangai Cai, Tian Jie, Xiaoli Chi and postgraduated students Xiaoxi Yang and Jing Sun took care of the administration of the conference.

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Finally, I want to thank all the contributors to this book and the conference, as well as the I3E2007 conference participants. Because the quality and success of the IFIP I3E2007 was based on the sound work of all the committee members, reviewers and participants.

Weijun Wang

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