Editorial

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The International Conference on Electronic Business (ICEB) was initiated by a committee chaired by Professor Eldon Li with members from The Chinese University of Hong Kong, National Chaio Tung University (Taiwan), Tsinghua University (China) and National University of Singapore. The first ICEB was hosted by The Chinese University of Hong Kong in Hong Kong in 2001 and since then, it has been organised in Taipei, Singapore, and Beijing by the founding institutes. The International Consortium for Electronic Business is a result of the conference with an aim to be the leading forum for e-business knowledge creation and exchange.

The aim of the fifth ICEB organised by the Chinese University of Hong Kong is to foster the exchanges of research findings, innovative ideas and industrial practices in the area of e-business with an emphasis on applications in logistics and supply chain management. We have received over 200 paper submissions and 160 papers were accepted for presentation. These papers cover a wide arrange of topics that include internet marketing and advertising, e-business models, e-service architecture, mobile commerce, internet security and privacy, e-logistics, e-procurement, web intelligence, collaborative commerce, etc. The conference was a great success and presentation sessions were well attended. Thanks to the Editor-in-Chief, Professor Eldon Li, a special

issue is dedicated to the quality papers presented in the conference. Through a screening process, 22 papers were invited and subsequently resubmitted to this special issue. All resubmitted papers have gone through a standard double-blinded review process.

As a result, this special issue has a collection of six papers, which present the most updated research results in the areas of e-commerce and e-business. These papers cover different issues such as internet search, trust and e-commerce adoption, e-business model, ways to enhance sales online and product recommendations, and impact of e-commerce on business process redesign. The summary of these papers follows.

To address the information quality issue of web search, Professors Chau and Chan have proposed a tool called Redips in "Refinery of an Internet-based search tool: exploring perception from information systems practitioners". Redips integrates automatic backlink meta-searching and text mining techniques to facilitate users in establishing business intelligence tasks on the web. Redips provides an alternative way to assess various web communities and infer business intelligence to managers. The paper also reports a focus group study involving Information Systems (IS) practitioners to investigate the potential uses and user perception of the proposed tool. In general, users find Redips useful and assert its value in business planning and decision making.

The paper, "Further insights into the relationship between consumers trust and e-commerce adoption", is an empirical study conducted by Professors Lee, Yuen and Lee. The study investigates the importance of trust and willingness to use credit cards in electronic transactions in e-commerce adoption for consumers. While trust can be developed through good company reputation and image, the authors have discovered that consumers in Macao generally have a low level of trust in e-commerce as well as a low willingness to use credit cards online. Furthermore, the interaction of the two independent variables is found to positively influence e-commerce adoption.

"Impact of e-commerce on business process redesign and integration" is a case study conducted by Professor Ravi Seethamraju. It explores the contextual factors affecting the nature and extent of business process redesign and integration in the e-commerce context. The case study reveals why an organisation often carries out simple automation instead of redesigning business processes for gaining higher efficiencies. E-commerce implementation, however, helps the organisation in moving towards standardisation by uncovering and resolving the lack of data and process standardisation within and among various business units.

In "Business-customer alignment in the Australian pharmaceutical industry", Professor Hamilton has proposed a Service Value Network (SVN) for the Australian pharmaceutical industry. In an e-pharmacy setting, the SVN is a collaborative network of supply chain partners, sales channels, operational and network administration personnel, working to serve the needs of online e-customers. The paper presents the mechanisms underpinning the frameworks from which a targeted SVN may be established. It also collects data from which the industry may move forward as a cohesive body, with individual groups or individual pharmacy outlets.

Virtual Reality (VR) representations of commodities could be a way to create positive judgement and inspire a desire to purchase online. In their paper, "Spatial Location relations among objects: virtual reality representation in online shopping systems", professors Li and Yu have reported the influences of three factors, namely, Flashing (FF), Consistency (CF) and Distance (DF) on spatial array of commodities in a virtual store. Their experiments and studies help us to better understand and establish VR settings such as to use more spatial relations in physical terms to represent relations of objects rather

than in conceptual terms or to place commodities that are similar closer to each other to create positive impact.

Matching product features with target online customer profiles is expected to improve sales for online shops. To reduce the usually large number of product features for better matching performance, Professors Ahn and Kim have adopted widely used feature reduction methods from various disciplines, such as machine learning, pattern recognition, and information retrieval. The methods are tested to find out which of them performs better in the content-based product recommendation problem. Data are collected through a virtual shopping experiment in a Korean internet book shopping mall. Feature reduction methods were applied for recommendation experiments. The test results are reported in "Feature reduction for product recommendation in internet shopping mall".

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