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## **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.

Wojciech Cellary Elsa Estevez (Eds.)

# Software Services for e-World

10th IFIP WG 6.11 Conference  
on e-Business, e-Services, and e-Society, I3E 2010  
Buenos Aires, Argentina, November 3-5, 2010  
Proceedings

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Library of Congress Control Number: 2010935674

CR Subject Classification (1998): J.1, C.2, H.4, H.3, K.6.5, D.2

ISSN 1868-4238  
ISBN-10 3-642-16282-7 Springer Berlin Heidelberg New York  
ISBN-13 978-3-642-16282-4 Springer Berlin Heidelberg New York

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Printed in Germany

Typesetting: Camera-ready by author, data conversion by Scientific Publishing Services, Chennai, India  
Printed on acid-free paper 219/3180

## Preface

I3E 2010 marked the 10<sup>th</sup> anniversary of the IFIP Conference on e-Business, e-Services, and e-Society, continuing a tradition that was invented in 1998 during the International Conference on Trends in Electronic Commerce, TrEC 1998, in Hamburg (Germany). Three years later the inaugural I3E 2001 conference was held in Zurich (Switzerland). Since then I3E has made its journey through the world: 2002 Lisbon (Portugal), 2003 Sao Paulo (Brazil), 2004 Toulouse (France), 2005 Poznan (Poland), 2006 Turku (Finland), 2007 Wuhan (China), 2008 Tokyo (Japan), and 2009 Nancy (France).

I3E 2010 took place in Buenos Aires (Argentina) November 3–5, 2010. Known as “The Pearl” of South America, Buenos Aires is a cosmopolitan, colorful, and vibrant city, surprising its visitors with a vast variety of cultural and artistic performances, European architecture, and the passion for tango, coffee places, and football discussions. A cultural reference in Latin America, the city hosts 140 museums, 300 theaters, and 27 public libraries including the National Library. It is also the main educational center in Argentina and home of renowned universities including the University of Buenos Aires, created in 1821. Besides location, the timing of I3E 2010 is also significant—it coincided with the 200<sup>th</sup> anniversary celebration of the first local government in Argentina.

I3E 2010 provided a forum for researchers and practitioners to present their latest findings in e-business, e-services, and e-society. The submitted contributions addressed challenging issues of Web services and service-oriented architecture, e-transformation of business processes, measuring and assessment of e-services, new e-services for society, social networks, virtual organizations, semantics, trust, and security.

The 56 papers submitted for consideration for publication originated from 30 countries from all over the world: Argentina, Australia, Austria, Brazil, China, Estonia, Finland, France, Germany, Greece, India, Japan, Republic of Korea, Macao SAR, Malaysia, Mexico, New Zealand, Norway, Pakistan, Poland, Portugal, Spain, Sweden, Switzerland, Thailand, United Arab Emirates, UK, USA, Uruguay, and Vietnam.

After a thorough reviewing process, 28 papers were selected for presentation and publication in the proceedings—the acceptance rate was 50%. We are pleased that these proceedings are included in the IFIP AICT series (*IFIP Advances in Information and Communication Technology*) published by Springer and indexed by SCOPUS and ISI Web of Science.

This conference was made possible through the efforts of many people. We wish to thank everyone involved, including those who worked diligently behind the scenes and without formal recognition.

First, we would like to thank IPIP Working Group 6.11 for constant support of the I3E series of conferences and for selecting Buenos Aires to hold the 10<sup>th</sup> anniversary I3E 2010 conference. We also wish to express our most sincere thanks to the local

organizer of I3E 2010, the Argentinean Society of Informatics (SADIO) and its collaborators, whose efforts and enthusiasm made the conference possible. We are most grateful to the key sponsor—National Information Technology Promotion Agency (NIPA), Republic of Korea, and sponsors—International Development Research Centre, Canada (IRDC), and Agencia Nacional de Promoción Científica y Tecnológica (Argentina), whose contributions greatly facilitated the organization of the conference.

We wish to acknowledge the efforts of the whole conference team: General Chair – Ricardo Bruzzi (SADIO), Publication Chair Jacek Chmielewski (Poznan University of Economics, Poland), and Local Organization Chairs Jose Carllini (SADIO), Alejandra Villa (SADIO), and Pablo Villareal (Universidad Tecnológica Nacional, Santa Fe, Argentina). We thank Michal Florczak for new Web design and Ignacio Marcovecchio and Rilwan Basanya for technical support.

We would like to thank the Program Committee members and reviewers for a very rigorous and outstanding reviewing process.

We wish to thank Yanchun Zhang (Victoria University, Australia), Anthony Cresswell (University at Albany, USA), Wim Van Grembergen (University of Antwerp, Belgium), and Winfried Lamersdorf (Hamburg University, Germany) for graciously accepting our invitations to serve as keynote speakers.

We also thank to Pontificia Universidad Catolica Argentina for providing the venues for the conference.

Finally, we thank the attendees for their participation in I3E 2010. We hope they enjoyed the conference and grew professionally and personally.

Wojciech Cellary  
Elsa Estevez

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### Sponsoring Institution



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