# Table of Contents

Preface ................................................................................................................................................xvii

Chapter 1
A Non-invasive Software Architecture Style for RFID Data Provisioning ........................................ 1
   Ying Liu, California State University Long Beach, USA
   Tao Lin, SAP Research, SAP LLC, USA
   Sudha Ram, University of Arizona, USA
   Xuemei Su, California State University Long Beach, USA

Chapter 2
Facilitating Consumer Acceptance of RFID and Related Ubiquitous Technologies ......................... 16
   David M. Wasieleski, Duquesne University, USA
   William E. Spangler, Duquesne University, USA
   Mordechai Gal-Or, Duquesne University, USA

Chapter 3
Mining RFID Behavior Data using Unsupervised Learning ............................................................... 28
   Guénaël Cabanes, LIPN-CNRS UMR 7030
   Younès Bennani, LIPN-CNRS UMR 7030
   Dominique Fresneau, LEEC, FRANCE

Chapter 4
Testing the Potential of RFID to Increase Supply-Chain Agility and to Mitigate the Bullwhip Effect ............................................................................................................................................. 49
   Anthony Vance, Brigham Young University, USA
   Paul Benjamin Lowry, Brigham Young University, USA
   Jeffrey A. Ogden, Air Force Institute of Technology, USA

Chapter 5
QTDFS-ALOHA: A Hybrid Collision Resolution Protocol for Dense RFID Tag Environment .......... 69
   Xingqing Yan, North China University of Water Conservancy and Electric Power, China.
   Zhouping Yin, Huazhong University of Science and Technology, China.
Chapter 6
Analysis of the Cargo Service Dynamics in East Asian Airports .......................................................... 83
   Joyce M.W Low, National University of Singapore, Singapore
   Loon Ching Tang, National University of Singapore, Singapore
   Xue-Ming Yuan, Singapore Institute of Manufacturing Technology, Singapore

Chapter 7
How to Market OR/MS Decision Support .......................................................... 105
   Masayuki Ueda, Sapporo University, Japan

Chapter 8
Perceived Risk Management: Applying the TEID Model to the Traveler Service Chain .................. 120
   Magali Dubosson, Haute Ecole de Gestion de Geneve (HEG), Hes-So, Switzerland
   Emmanuel Fragnière, Haute Ecole de Gestion de Geneve (HEG), Hes-So, Switzerland, and University of Bath, UK

Chapter 9
Analyzing Requirements and Approaches for Sourcing Software Based Services .......................... 137
   G.R. Gangadharan, Novay (Telematica Institute), The Netherlands
   Erwin Fielt, Queensland University of Technology, Australia

Chapter 10
An Activity Theory Analysis of RFID in Hospitals.......................................................... 148
   Daniel E. O’Leary, University of Southern California, USA

Chapter 11
Collaboration in Cyber Transportation Logistics: Paradigms and Technologies ......................... 167
   Albert K. Toh, University of Arkansas at Pine Bluff, USA
   Yupo Chan, University of Arkansas at Little Rock, USA

Chapter 12
Managing Enterprise Service Level Agreement .............................................................................. 183
   Yang Li, British Telecom, UK

Chapter 13
Hospital Supplier Relationship Management: Cooperation, Coordination, and Communication .......................................................... 208
   Peter Rohner, University of St. Gallen, Switzerland
Chapter 14
Research on Innovation Mechanism and Model of Logistics Enterprise: A Chinese Perspective

Zhang Mu, Jinan University, China
Li Wenli, Jinan University, China
Luo Jing, Jinan University, China
Ye Xiang, Jinan University, China
Ren Congying, Jinan University, China
Wu Chengjuan, Jinan University, China

Chapter 15
Managing Customer-Centric Information: The Challenges of Information and Communication Technology (ICT) Deployment in Service Environments

Martin R. Fellenz, Trinity College Dublin, Ireland
Mairead Brady, Trinity College Dublin, Ireland

Chapter 16
A Game Theoretic Approach for Sensitive Information Sharing in Supply Chain

Xiaofeng Zhang, Hong Kong Baptist University, China
William Cheung, Hong Kong Baptist University, China
Zongwei Luo, The University of Hong Kong, China
Frank Tong, Technologies Research Center, Hong Kong, China

Chapter 17
Evaluating the Use of Electronic Door Seals (E-Seals) on Shipping Containers

Edward McCormack, University of Washington, USA
Mark Jensen, Cambridge Systematics, USA
Al Hovde, Science Applications International Corporation, USA

Chapter 18

Gong Li, North Dakota State University, USA
Jing Shi, North Dakota State University, USA

Chapter 19
Business Service Scheduling

Jürgen Dorn, Vienna University of Technology, Austria
Chapter 20
Streamlining Knowledge Map Construction for an Online Auction House Using Automatic Term Filtering

Shailaja Venkatsubramanyan, San Jose State University, USA

Compilation of References

About the Contributors

Index