About the Contributors

**Milena M. Head** is the associate dean and an associate professor of information systems at the DeGroote School of Business, McMaster University. She received her BMath from the University of Waterloo and her MBA & PhD from McMaster University. Specializing in electronic business (e-business) and human computer interaction (HCI), Dr. Head has published over 65 papers in peer-reviewed academic journals, books and conferences. Her research interests include trust, privacy and adoption in electronic commerce, interface design, mobile commerce, identity theft, cross-cultural issues in electronic commerce and human computer interaction, e-retailing, and web navigation. She has published in journals such as MIS Quarterly, Information & Management, International Journal of Human-Computer Studies, Interacting with Computers, International Journal of Electronic Commerce, Group Decision and Negotiation, among others. For further information, please browse Dr. Head’s website at http://www.business.mcmaster.ca/IS/head/.

**Eldon Y. Li** is the University Chair Professor of the Department of Management Information Systems at the National Chengchi University, Taiwan and an emeritus professor of California Polytechnic State University (Cal Poly), San Luis Obispo, California, USA. He is also the director of NCCU Innovation and Incubation Center and Center for Service Innovation. He was a professor and the dean of the College of Informatics, and the director of the Graduate Institute of Social Informatics at the Yuan Ze University, Taiwan; a member of the research grant review board for the National Science Council of R.O.C. (2004-2005); a member of university evaluation committee for the Ministry of Education in Taiwan (2005); a senior professor of management area (1982/1-2007/3) and the coordinator of MIS program (1986-1989; 2001-2003) at the Orfalea College of Business, Cal Poly; the professor and founding director of the Graduate Institute of Information Management at the National Chung Cheng University in Chia-Yi, Taiwan (1994-1996); a visiting scholar of The Chinese University of Hong Kong (1999-2000). He holds a bachelor degree in international trade from National Chengchi University in Taiwan and MS and PhD degrees in information systems and quantitative sciences from Texas Tech University. Dr. Li has published in journals such as Communications of the ACM, Computers & Education, Information & Management, Information Resources Management Journal, Journal of Computer Information Systems, Journal of Management Information Systems, among others. He is the editor-in-chief of International Journal of Electronic Business and International Journal of Information and Computer Security. His research areas include human factors in information technology (IT), strategic IT planning, electronic business management, service science, software engineering, total quality management, IT management, business integration, and e-entrepreneurship.

* * *
Michail Batikas holds a BSc from University of Crete, Greece, in computer science and a MBA from Athens University of Economics and Business, Greece. Now, he is a 3rd year PhD student in the Department of Information and Communication Technologies of Universitat Pompeu Fabra, Barcelona, Spain. His main research interests are free/libre open source software, diffusion of innovation, IT adoption, and innovation management. Currently, he is a member of Network Technologies and Strategies Research Group of Universitat Pompeu Fabra. With his doctoral dissertation he tries to investigate the motivations of firms to contribute to FLOSS communities. He has published to several conferences like ECIS (European Conference on Information Systems), and ITS (International Telecommunication Society) Regional Conferences. Also, he is a reviewer of the ICIS (International Conference on Information Systems).

Adrian Broz-Lofiego (PhD student in marketing, Universidad de Valencia, Spain) is assistant professor in the Department of Marketing and Social Sciences, Faculty of Economics, Universidad de La Florida and part-time teacher at the Universidad Nacional de Rosario (Argentina). He has a degree in economics at the Universidad de Buenos Aires, a master’s degree in economics at the Centro de Estudios Macroeconómicos de la República Argentina (CEMA) and a master’s degree in marketing and market research at the Universidad de Valencia. His primary research interests include e-commerce, mobile commerce, Internet banking and international economics. He has presented some papers at Luso-Spanish Conference on Management.

Richard Bults holds a masters degree (cum laude) in telematics and a bachelor degree in technical computer science. He is a researcher in the remote monitoring and treatment section of the Bio Signals and Systems research group at the University of Twente, the Netherlands. His research interests are design of mobile telemedicine systems and QoS evaluation and control of these systems. Richard is also one of the Mobihealth BV founding fathers and the CTO of this privately owned company. MobiHealth’s mission is to give patients full mobility during remote health monitoring sessions while staying in touch with their care professional. He is responsible for the company’s product portfolio and tele-monitoring solutions consultancy.

Mahil Carr has a bachelor’s degree in mathematics from the American College, Madurai Kamaraj University, Madurai, a master of computer applications from St. Joseph’s College, Bharathidasan University, Trichirapalli and was awarded a doctoral degree in information systems from the City University of Hong Kong. At present, he is assistant professor at the institute and is the research & development coordinator for the institute since December 2007. Prior to joining the institute, he held the position of director (in-charge), Department of Computer Science, American College, Madurai, for over three-and-a-half years. His current research interests are in the areas of software engineering, information systems security and electronic/mobile commerce. He has published research papers in several conferences and in Information Technology and Management, the Journal of Services Research, CAB Calling, Journal of Systems and Software, and the Journal of Information System Security. Dr. Carr is on the editorial board of the International Journal of E-Services and Mobile Applications (IJESMA) and the International Journal of Information Systems and Social Change (IJISSC).

Fang-Yu Chen received her master from information management department of Fu-Jen University in Taiwan. Her research interests include mobile commerce, handheld technologies, etc. She is now
About the Contributors

Hong Chen obtained his PhD from Erasmus University, Rotterdam School of Management. His research focused on individual tariffs and service personalization. He received MSc degree (cum laude) in computer science in 2003 from University of Twente, the Netherlands. He studied telecommunications engineering in Beijing University of Posts and Telecommunications from 1995 to 1999. From 1999 to 2001, he worked in Huawei Technologies as an engineer. Since August 2008, he had joined Altran CIS as a consultant specialized in telecom business.

Shing-Chi Cheung was born in 1962. Before joining the Hong Kong University of Science and Technology, he worked for the Distributed Software Engineering Group at the Imperial College in a major European ESPRIT II project on distributed reconfigurable systems. His effort led to the development of REX, which was adopted by various European firms like Siemens and Stollman to build in-house distributed software systems. More recently, he has been working on various research and industrial projects on object-oriented technologies and services computing. Dr. Cheung is an associate editor of *IEEE Transactions on Software Engineering*. He actively participates in the organization and program committees of many leading international conferences on software engineering and distributed computing, including ICSE, FSE, ASE, ISSTA, ICDCS, ER, and SCC. He is interested in technology transfer and has provided technical consultancy to various organizations, including banks, public organizations, and engineering companies on the use of object-oriented and component-based technologies.

Dickson K. W. Chiu is the founder of Dickson Computer Systems. Besides being an experienced consultant, he also teaches part time at universities. He was born in Hong Kong and received the BSc (honors) degree in computer studies from the University of Hong Kong in 1987. He received the MSc (1994) and the PhD (2000) degrees in computer science from the Hong Kong University of Science and Technology, where he worked as a visiting assistant lecturer after graduation. He also started his own computer company while studying part time. From 2001 to 2003, he was an assistant professor at the Department of Computer Science at the Chinese University of Hong Kong. His research interests include information-systems engineering and service computers with a cross-disciplinary approach, involving Internet technologies, software engineering, agents, work flows, information-system management, security, and databases. His research results have been published in over 70 technical papers in international journals and conference proceedings, such as *IEEE Transactions, Information Systems, and Decision Support Systems*. He served in program committees of several international conferences, such as the IEEE International Conference on Web Services; IEEE International Conference on e-Technology, e-Commerce and e-Services; and International Conference on Web-Age Information Management. He received a best-paper award at the 37th Hawaii International Conference on System Sciences in 2004. Dr. Chiu is a senior member of the IEEE as well as a member of the ACM and the Hong Kong Computer Society.

Constantinos Coursaris is an assistant professor in the Department of Telecommunication, Information Studies, and Media, and the Usability and Accessibility Center at Michigan State University. His formal training consists of a BEng in aerospace, an MBA in e-business, and a PhD in information systems with a concentration on electronic business (e-business) and mobile commerce (m-commerce).
About the Contributors

During his academic career he has received many accolades in business analysis and e-business research and development. Coursaris has been involved in the instruction of over 40 university courses over the last seven years. He has been consulted on Web content management, Web site development, online and offline marketing, and event organizing. His current research interests lie in the intersection of usability and mobile devices for the purpose of health and/or commercial applications. The results of his research efforts can be found in his numerous publications and conference presentations.

**Dianne Cyr** is an associate professor in the faculty of business at Simon Fraser University in Vancouver. She earned a PhD from the University of British Columbia, a masters degree from the University of New Brunswick, and a bachelors degree from the University of Victoria. Her research is focused on how trust, satisfaction, and loyalty are built in online business environments through website design. Dr. Cyr is the author of five books and over 80 research articles in journals, books and conference proceedings. Her research appears in journals such as *Journal of Management Information Systems*, *Information & Management*, *Journal of the American Society for Information Science and Technology*, *Interacting with Computers*, and *Journal of Global Information Management*. Additional career and research information may be found at www.dianne Cyr.com and www.eloyalty.ca

**Jukka Hallikas** (DSc, Tech) is a professor of supply management at the school of business of the Lappeenranta University of Technology, Finland. His research interests focus on the management of value networks, risk management in supply networks and learning in interfirm relationships. He has published several scientific articles, books and book chapters on interfirm relationships and supply management.

**Sunil Hazari** is associate professor in the Department of Management and Business Systems, Richards College of Business, University of West Georgia. His teaching and research interests are in the areas of information security, infrastructure design of e-commerce sites, web usability, and organizational aspects of e-learning. He has authored several peer-reviewed journal publications in information and instructional technology areas, has presented papers at national conferences, and is editorial board member of information system journals.

**Alex Ivanov** is a PhD candidate at the School of Interactive Arts and Technology at Simon Fraser University, Canada. His research interests are in the area of information visualization and design for interactive environments. Alex holds a master of arts degree in advertising from The University of Texas at Austin, a BA in journalism from Bulgaria, and has five years experience in the marketing communications industry. For further information, please browse Alex's website, collabographics.com.

**Mary Magdalene Jane** received her MCA degree from Gobi Arts College, Gobi, India and the MPhil degree from Manonmaniam Sundaranar University, Tirunelveli, India. She is a lecturer in computer science, P.S.G.R.Krishnammal College for Women, Coimbatore, India. Her research interests focus on mobile computing and security in computing. She is a member of Computer Society of India.

**Yuuki Kato** is an assistant professor in the school of education at Tokyo University of Social Welfare in Japan. He earned a PhD from Tokyo Institute of Technology in 2005. His general research interests include educational technology; the application of behavior science, psychology, and information and
communication technology (ICT) to educational scenes. Dr. Kato is particularly interested in the emotional aspects in technology-mediated human communications.

**Shogo Kato** is an assistant researcher in the school of human sciences, Waseda University in Japan and a part-time instructor in the faculty of economics, Dokkyo University in Japan. He earned a PhD from Tokyo Institute of Technology in 2005. His general research interests include educational technology; the application of behavior science, psychology, and information and communication technology (ICT) to educational scenes. Dr. Kato is particularly interested in the emotional aspects in virtual community, such as Internet bullying.

**Jan Kietzmann** received his PhD in 2007 from the London School of Economics and joined Simon Fraser University’s Faculty of Business in 2008. Jan’s research interests involve the intersection of mobility of work and wireless computing. Of particular interest are current developments that surpass well-established mobile interaction and communication technologies (ICTs). Jan studies how mobile radio-frequency identification, as one of many emerging “smart” technologies, invites the participation of physical objects into previously people-dominated mobile interaction. As objects gain an increasingly loud and clear voice in organizational information flows, Jan aims to understand the role of the artifact, the transformation of the individual and the changing relationship of the mobile worker, her colleagues, superiors and customers. In light of the emerging pervasiveness of mobile ICTs and their impact on the firm, Jan further studies participatory innovation processes that connect organizations with the mobile communities that form their future target audiences, both users and customers.

**Dimitri Konstantas** is professor and vice-dean at the Faculty of Social and Economic Sciences of the University of Geneva (CH), department of information systems, heading the Advanced Systems Group (ASG). He was previously professor and chair of the APS group at the University of Twente, The Netherlands. For the last 20 years he is active in research in the areas of object oriented systems, agent technologies, multimedia applications and e-commerce services, with numerous publications in international conferences, journals, books and book chapters, a long participation and leadership in many European projects and with many nominations as consultant and scientific expert for several international companies and governments. Since 2002 his main research areas are mobile and wireless multimedia services and applications, with special interest in mobile health and location based services.

**Adrian Lawrence** is a partner with the technology, communications and commercial group of Baker & McKenzie, Sydney. Adrian specialises in all aspects of online operations, including the major regulatory issues facing ecommerce such as privacy, content regulation, online contracting, intellectual property protection and new media regulation. Adrian’s current research interests include the regulation of e-commerce and privacy across jurisdictional boundaries and the future of online copyright. Adrian lectures in the media, communications and information technology masters specialisation at the University of New South Wales and is the author of a leading looseleaf publication on e-commerce law, *The Law of Ecommerce*.

**Ho-fung Leung** is currently an associate professor in the Department of Computer Science and Engineering at the Chinese University of Hong Kong. He leads theoretical and applied research projects on intelligent agents, multiagent systems, game theory, artificial intelligence, and agent-mediated
electronic-commerce technologies, and offers postgraduate courses in game theory and multiagent systems. He is a participating member of the Center for the Advancement of E-Commerce Technologies (AECT) of the engineering faculty. Leung reviews for many major journals and has served on the program committee of many conferences. Currently, he is serving on the program committees of CEC06 and EEE06, EDOC 2006, ISA2006, and PRIMA 2006. Leung was the chairperson of the ACM (Hong Kong chapter) in 1998. He serves as the university’s nominee in the HKCE Computer and Information Technology Subject Committee of the Hong Kong Examinations and Assessment Authority. Leung is a professional member of the ACM, a senior member of the IEEE, a chartered member of the BCS, and a chartered IT professional. He is a chartered engineer registered by the ECUK and was awarded the designation of chartered scientist by the Science Council of the United Kingdom. Leung received his BSc and MPhil degrees in computer science from the Chinese University of Hong Kong, and his PhD degree and DIC (diploma of Imperial College) in computing from the Imperial College of Science, Technology and Medicine, University of London.

Daniel Marchuet-Martinez (PhD student in marketing, Universidad de Valencia, Spain) is a software engineer. He has a degree in business in economics and a degree in computer engineering and a master’s degree in marketing and market research. His primary research interests include e-commerce, mobile commerce, viral marketing and consumer behaviour.

Antonio Ruiz Martinez received the MSc degree in Computer Science from University of Murcia (Spain). In 2000, he started as researcher staff in the Department of Information Engineering and Communications, University of Murcia, where he has been involved in various research projects in the field of electronic commerce and electronic government. From 2005, he is working as a full time assistant lecturer of the Department of Engineering and Communications. He has published several papers in national and international conference proceedings and journals. At present, he is involved in the integrated project eCoSPACE, in the field of collaborative environments. His main research areas are electronic commerce, payment systems, digital rights management, (mobile) electronic signature, Web services and service oriented architectures.

Daniel Sanchez Martinez obtained his computer science degree from the University of Murcia. Currently, he is working in projects related to security services based on smart cards and web services, such as electronic signature and authentication system for e-Government. He is also a member of the information and communications engineering department of the University of Murcia, where his is an assistant professor. His current research interests also include security infrastructures and mobile signature.

Gianluigi Me, PhD is adjunct professor of computer system security in the Università di Roma “Tor Vergata” computer science engineering department and in the Università di Roma “La Sapienza”, criminology department. He holds a wealth of experience in managing training for law enforcement high tech crime units and government agencies. Furthermore, he is author of more than 50 scientific publications and he is Since 2005 he is consultant for the European Commission in the scope of the Safer Internet Plus program. He holds few patents in the area of security products and is the author of MIAT forensic toolkit and VirtualParent. His research interests include mobile computing applications and security, digital forensics, electronic/mobile payments and game theory.
About the Contributors

Karri Mikkonen joined TeliaSonera’s corporate strategy department in 2003, when TeliaSonera was created from the merger of Sonera and Telia, incumbents of Finland and Sweden. He holds an MSc in industrial management from Tampere University of Technology, and has also studied cognitive artificial intelligence and philosophy at the University of Utrecht in The Netherlands. He is continuing his PhD studies in the strategy area, with a special interest in changing ICT value networks and business models, while keeping his research focus on market timing of integrated offerings.

María Martínez Montesinos received the MSc degree in computer science from University of Murcia (Spain). She has collaborated with the engineering and computer technology department of the University of Murcia in 2001 developing her master thesis in “Integration of Payment Standards Based on Smart Card in E-Commerce Systems”. Since 2003, she has worked in projects related to security services based on smart cards, such as electronic signature and authentication systems, including mobile systems, and a Telco company developing applications and software for electronic signature for mobile phones (J2ME) and Pocket PC. In 2005, she received a DEA (diploma of advanced studies) in new technologies of information and communications from Murcia University.

Wolfgang Palka is an analyst at the wi-mobile research group, University of Augsburg, business informatics/systems engineering, since 2006. To this day he studies the motivations, attitudes, and behaviors of consumers engaged in mobile viral marketing. Therefore he has executed several studies with qualitative and quantitative approaches. Since 2007 he has expanded his research on mobile payment. In this research area he focuses his analyses on business models in the context of the EU project on a Secure Mobile Payment System (SEMOPS). He was awarded for the best research on the International Conference on Mobile Business in Barcelona (2008) for a contribution on mobile viral marketing.

Tommi Pelkonen is a doctoral student at the Helsinki School of Economics. In his professional career he works as management consultant specializing in mobile telecommunications, internationalization, and business strategy formulation at Satama Interactive (www.satama.com), a European digital services firm. He has worked on multiple mobility-related business projects and currently focuses on interactive television solutions at Satama Amsterdam. Prior to Satama, Tommi Pelkonen worked as project manager and senior researcher in LTT-Research Ltd (www.ltt-tutkimus.fi) analyzing the developments in the Finnish interactive service provision markets. This topic forms also the theme of his doctoral dissertation. Pelkonen holds an MSc (Econ.) and has authored several publications of the Finnish and European digital media landscape. In addition, Mr. Pelkonen has worked as IT-project supervisor and lecturer in the information technology program (ITP) at the Helsinki School of Economics (itp.hkkk.fi).

Daniele Pirro graduated in computer science engineering in 2003 at University of Rome “Tor Vergata”, where he has also got a MSc in software engineering in 2006. He has four years of experience in a major consulting IT company as a consultant and software engineer. He has worked in information systems designing and development in a wide variety of environments and technologies. He has been mainly involved in the public administration and utilities sectors, managing complex tasks for many important customers. His major areas of expertise are web technologies and mobile computing. At present time, he is attending an MBA at SDA Bocconi in Milan.
Key Pousttchi heads the wi-mobile research group at the University of Augsburg, business informatics/systems engineering. Following the special movements of the mobile industry, his group combines academic with applied research and employs the results in strategic consulting projects for major companies. Prior to this position he worked as a researcher at the University of the Federal Armed Forces Munich. As a nationally and internationally recognized expert for mobile markets, especially mobile financial services and mobile business processes, he has been involved in numerous projects including being the head of the National Roundtable M-Payment of the German banks and mobile operators, and a member of the m-enterprise advisory body for the German Ministry of Economics and Technology. He published eight books, frequently serves as a media commentator on mobile markets and has also been a visiting scholar to the Universities of Frankfurt and of Zurich/Switzerland.

Mikko Pynnönen is project manager at the Technology Business Research Center at Lappeenranta University of Technology. He holds a DSc (Econ.) degree from Lappeenranta University of Technology. His main research interests include business models and value networks in ICT industry. He has published several scientific articles on networked business models and customer value in ICT industry.

Carla Ruiz-Mafé (PhD in business and economics, Universidad de Valencia, Spain) is assistant professor in the Department of Marketing, Faculty of Economics, Universidad de Valencia. Her primary research interests include e-commerce, mobile commerce, communication, interactive marketing and consumer behaviour and she has articles published in *Internet Research, Online Information Review, Journal of Electronic Commerce Research, Journal of Consumer Marketing*, and the best Spanish refereed journals. She has also presented some papers at AM and EMAC Conferences.

Samundeeswari E.S. received her MCA degree from P.S.G. College of Technology, Coimbatore, India and the MPhil degree from the Bharathiar University, Coimbatore, India. She is currently doing research in process management. She is a lecturer (selection grade) in computer science, Vellalar College For Women, Erode, India. Her current research interests are concurrent engineering, process model and workflow. She is a member of ISTE, New Delhi, India.

Silvia Sanz-Blas (PhD in business and economics, Universidad de Valencia, Spain) is associate professor in the Department of Marketing, Faculty of Economics, Universidad de Valencia. Her primary research interests include communication, sales, e-commerce, interactive marketing and consumer behaviour she has articles published in *Internet Research, Online Information Review, Journal of Electronic Commerce Research, Journal of Consumer Behaviour, Journal of Consumer Marketing, Journal of Vacation Marketing* and the best spanish refereed journals. She has also presented numerous papers at AM, AMS and EMAC Conferences.

Roberto Sarrecchia, holds MBA at Luiss in Rome in 2007, MSc in software engineering in 2006 at University of Rome “Tor Vergata” and graduated in computer science engineering in 2003 at “Politecnico of Milan”. He worked as contractor for Booz Allen Hamilton and as product manager for Seat Pagine Gialle. Furthermore he worked in information systems designing and development (Microsoft Certified Datatabase Administrator since 2002). His major areas of expertise are Web technologies, data warehousing, advanced communication systems and security related issues. At present time, he is working for the Italian Government Department of Public Security–Crisis Unit.
Petri Savolainen is ICT expert at Technology Business Research Center at Lappeenranta University of Technology. He holds MSc (Tech.) degree from Lappeenranta University of Technology. He is specialized in content management, value network analysis and ICT industry analysis.

Douglass J. Scott is an associate professor at Waseda University, School of Human Sciences, human informatics and cognitive sciences department. Scott’s academic background is in Japanese culture and society (MA University of Michigan, 1987) and educational foundations and policy (PhD University of Michigan, 1997). Prior to his doctoral studies, Dr. Scott worked as the director of a small Japanese company in Tokyo where he developed an interest in international communications and education. He later worked as an assistant professor at Michigan State University and as the resident director of the Japan Center for Michigan Universities before joining Waseda University in 2001. Dr. Scott’s research interests include gender and intercultural differences in the use of communication technologies. His current research projects include emotional transfer in Japanese young people’s text messages and the comparative study of Japanese and American young people’s use of communication technologies.

Antonio F. Gómez Skarmeta. He received the MS degree in computer science from the University of Granada and BS (Hons.) and the PhD degrees in computer science from the University of Murcia Spain. Since 1993 he is professor at the same department and University. Gómez-Skarmeta has worked on different research projects at regional, national and specially at the European level in areas related to advanced services like multicast, multihoming, security and adaptative multimedia applications in IP and NGN networks. He has published over 50 international papers.

Bert-Jan van Beijnum received his MSc and PhD in electrical engineering from the University of Twente, the Netherlands. He is an assistant professor in the remote monitoring and treatment section of the Bio Signals and Systems research group at the University of Twente, the Netherlands. His research is embedded in the projects of the Centre for Telematics and Information Technology and the Institute of Biomedical Technology. His research interests include autonomic computing, mobile virtual communities, telemedicine, information systems, ICT management, task assignment systems and algorithms, application layer mobility handover mechanisms and QoS.

Dawn-Marie Turner is president of DM Turner Informatics Consulting Inc. She has twenty years experience in health and information technology. Her experience in health has included direct patient care, health administration and management, and health programming. Her experience in information technology has included project management, business process redesign, executive coaching and change management/transition planning.

Adam P. Vrechopoulos is assistant professor at the Athens University of Economics and Business (AUEB), Department of Management Science and Technology and Scientific Coordinator of the Interactive Marketing and Electronic Services (IMES) research group at the ELTRUN Research Center at AEUB. His research interests are digital marketing and electronic retailing. He holds a PhD from Brunel University at UK, an MBA from ALBA, and a BSc in information systems from AUEB. He has participated in many funded research projects and acted as researcher at the Electronic Business Interaction Research Group at Brunel University and at the ELTRUN Research Center at AUEB. He has published more than 70 papers in peer reviewed journals and academic conferences, and has acted as a reviewer
for several international journals, member of conferences’ scientific committees and books’ editor. He is the 2002 Gold Award winner of the ECR Europe Academic Partnership Award. Before starting his academic career he worked in the industry in marketing, sales and project management positions.

**Katarzyna Wac** is a PhD candidate at University of Geneva, Switzerland conducting research in area of quality of service (QoS) in mobile applications. She is also a research staff member at the University of Twente, the Netherlands, where she is affiliated with the MobiHealth BV spin-off company. She has received her BSc and MSc degrees (cum laude) in computer science from Wroclaw University of Technology, Poland, and her MSc in telematics (cum laude) from University of Twente. Her current research interests include mobile applications and services with special emphasis on supporting adaptive multimedia protocols and end-to-end QoS mechanisms, especially in a mobile healthcare domain.

**Dietmar Georg Wiedemann** is a project leader at the wi-mobile research group, University of Augsburg, business informatics/systems engineering, since 2003. He is an expert in B2C-mobile-commerce. He has executed many studies with a qualitative and quantitative approach in mobile payment and mobile marketing. Since 2007 he is the project leader for the German part of the EU project on a secure mobile payment system (SEMOPSIS). He was awarded for the best research on the International Conference on Mobile Business in Barcelona (2008) for a contribution on mobile viral marketing.

**Jane Williams** is a senior associate at Baker & McKenzie in Sydney, Australia, and is a member of the firm’s technology, communications and commercial group. Jane advises on a range of issues relating to information technology, e-commerce and privacy law, and assists with the preparation of a broad range of commercial contracts for technology and telecommunications companies. Jane also has experience in general commercial and intellectual property litigation. The focus of Jane’s practice is privacy law, and she regularly advises on privacy compliance, assists with the handling of privacy complaints, and drafts privacy policies and data transfer agreements.

**Soe-Tsyr Yuan** is a professor of information management of National Chengchi University in Taiwan. She received his PhD in computer science from Oregon State University in USA. Her research interests include service science, mobile and ubiquitous commerce, service-oriented computing, business intelligence management, intelligent agents, knowledge discovery and data mining, etc. She has served as member of various programme and editorial committees for international conferences and journals (such as *International Journal of Web Services Research, International Journal of E-Business Research, Service Oriented Computing and Applications, etc.*).