



## **2010 International Conference on E-Business Technology & Strategy**

### **Canada-China E-Commerce and Investment Forum**

#### **Conference Overview**

The 2010 International Conference on E-Business Technology and Strategy, and the Canada-China E-Commerce and Investment Forum will be held from September 29, 2010 to September 30, 2010 in the Canadian capital city of Ottawa.

The conference will be dedicated to describing the blueprint of the e-business industry; exploring the international e-commerce market forces; e-commerce and other traditional industries; as well as the promotion of economic development in integration. The conference addresses e-commerce and the digital economy, policy monitoring, and industry development issues. There will also be attention paid to corporate WEB2.0 technology, industry upgrades and model innovation, as well as the promotion of industry to change the pace of recovery through business, and innovations in service to build a greater depth of quality within people's livelihoods.

The Canada-China Forum will study activities in the "application of e-business to the best practices and innovation of management" theme, sharing the experiences and methods of such content within the context of a web 2.0 era information system using the Industry Canada's implementation of e-commerce investment for small and medium sized enterprises (SBIP) as an example, and the successes and other experiences learnt by Canadian high-tech companies such as Nortel and RIM as model case studies. Additionally, the forum will discuss how to strengthen the business investment environment, policies, tax laws, and regulations. Organizations and Canadian small business owners will be sharing exchanges.

Officials from the Canadian Ministry of Industry and Government of Ontario will be invited to attend and participate within the conference. Well-known scholars will speak upon how to accomplish innovation within the context of the Internet's financial recovery. Furthermore, there will be visits from officials of prominent corporations, namely, of the Canadian BlackBerry maker – RIM – as well as the world's leading telecommunications solutions provider – Huawei.

There will be six themes arranged into more than 20 academic and keynote presentations, ones which range from the application of e-commerce technology to the development of SMEs and e-commerce entrepreneurship research to the e-commerce economy to providing a broader perspective on the Canadian business investment environment post-financial crisis.

## **The Main Content**

1. E-Business Technology Application and Development Status and Prospects
2. The Web2.0 Era of Enterprise Information System and experience sharing
3. E-commerce application in SMEs, with focus on innovation and successful case studies
4. The Canadian and Chinese Government Policies and Standards on E-Commerce
5. Canadian E-Commerce for Economic Development and Trade Exchange
6. Canadian Business Investment and Investment in the Chinese E-Commerce and Technology

## **The Time and Place**

Sept. 29, 2010 – Sept. 30, 2010

Embassy Suites ® Hotels, 1400 CARLING AVE, Ottawa, Ontario K1Z 7L8

## **Conference Organizations**

- Canadian Association of Chinese e-commerce
- Ottawa, Canada, Chinese Service Center
- Carleton University, Canada

Conference Chair: Dr. Phile Lee / Mr. Marcelo Grinfeld

Management: Dr. Tim Wang / Mr. Ying Xie

International Liaison: Dr. Vincent Leo / Mr. Gi Wu

## **Supporting Organizations**

Carleton University, University of Ottawa

Industry Canada, Department of Foreign Affairs and International Trade, and Human Resources and Social Development of Canada, Government of Ontario, City of Ottawa

China Electronic Commerce Association, Canada-China Business Council, Canada-China Science and Technology Association

Ottawa Chamber of Commerce, Ottawa Centre for Research and Innovation

Alcatel – Lucent, RIM, Huawei Technologies (Canada) Inc.

## **Participating guest speakers (invited)**

Mr. Victor Paul-Elias

Senior Program Manager / Senior Project Manager

Small Business Internship Program / SME e-business internship program

Industry Canada / Industry Canada

Dr. Keith Chang

KYC International Business Consulting / KYC international business consultant

Special Envoy (China) / Envoy (China)

Canadian Commercial Corporation / Canadian Business Corporations

Mr. Marcelo Grinfeld  
Senior Business Advisor / Senior Business Advisor  
Ministry of Economic Development and Trade / Economic Development and Trade  
Government of Ontario / Ontario, Canada

David Hudson  
Former CTO / Chief Technology Officer  
Nortel Networks Corp / Northern Telecom of Canada

Steve Kruba  
Chief Technologist / Chief Technician  
Northrop Grumman Corporation / Northrop Grumman

Other speakers to be confirmed...

### **Meeting Schedule**

(For latest schedule and presentations, please check conference website: <http://www.cets2010.com>)

#### **Sept. 29 AM**

8:00-8:50 Registration

9:00-9:30 Opening of the session; Invitees: Canadian Ministry of Industry, Ministry of Economic Development and Trade

9:30-10:30 Keynote speech (I): E-government policies and criteria

Keynote speech (II): Canadian Economic Development E-Commerce

10:30-10:45 Break

10:45-12:00 Keynote speech (III): Web2.0 era of information system experience sharing

Keynote speech (IV): Sino-Canadian business, e-commerce and technology investment

12:00-13:00 Lunch

#### **Sept. 29 PM**

13: 30-15: 30 Thesis Seminar: E-business technology research and development (I)

**Title: The Challenges and Issues Regarding E-Health and Health Information Technology Trends in the Healthcare Sector**

**Author:** Pouyan Esmailzadeh, Murali Sambasivan, Naresh Kumar  
Graduate School of Management, University Putra Malaysia (UPM)

**Title: Research on Group Decision-Making Mechanism of Internet Emergency Management**

**Author:** Kefan Xie, Gang Chen, Wu Qian, Zhao Shi  
Management School, Wuhan University of Technology

**Title: Automated Methodologies for the Design of Flow Diagrams for Development and Maintenance Activities**

**Author:** Handigund Shivanand M. and Bhat Shweta

15:30-16:00 Break

16:00-17:00 Paper Seminar: E-business technology research and development (II)

**Title: The Tail of BPM**

**Author:** Steve Kurba and Jim Meyer, Northrop Grumman Corporation, USA

**Title: Identification of Variables and Factors Impacting Consumer Behaviour in On-line Shopping in India: An Empirical Study**

**Author:** Sudesh Chhikara, Department of Commerce, Kurukshetra University

**Title: The Study of Address Tree Coding Based on the Maximum Matching Algorithm in Courier Business**

**Author:** Shumin Zhou,<sup>1</sup> Bin Tang,<sup>1</sup> Wen Li<sup>2</sup>

1 Engineering Research Center of Nuclear Technology Application (East China Institute of Technology)

2 School of Information Engineering, East China Institute of Technology

**Evening - Dinner**

**Sept. 30 AM**

9: 00-10: 15 Thesis Seminar: E-business technology research and development (III)

**Title: The Consistency and Ranking Method Based on Comparison Linguistic Variable**

**Author:** Qisheng Zhao,<sup>1</sup> Fajie Wei,<sup>1</sup> Shenghan Zhou<sup>2</sup>

1 Economics and Management School, Beihang University

2 Department of Systems Engineering of Engineering Technology, Beihang University

**Title: Specification Patent Management for Web Application Platform Ecosystem**

**Author:** Yoshiaki Fukami,<sup>1</sup> Masao Isshiki,<sup>1</sup> Hideaki Takeda,<sup>2</sup> Jiro Kokuryo<sup>3</sup>

1 Graduate School of Media and Governance, Keio University

2 National Institute of Informatics

3 Faculty of Policy Management, Keio University

**Title: Study on Amortization Time and Rationality in Real Estate Investment**

**Author:** Yancang Li, Shujing Zhou, Juanjuan Suo

College of Civil Engineering, Hebei University of Engineering

10:15-10:30 Break

10:30-11:30 Thesis Seminar: E-business technology research and development (IV)

**Title: Supplier Interaction Devices used by MNC's in India for Green and Sustainable Supply Chain Management**

**Author:** Pawandeep Singh Dhaliwal, Gangandeep Kaur Grewal

Computer Engineering Department, UCoE Punjabi University

**Title: Enterprise Blog Categorization and Business Value**

**Author:** Yide Liu, Beihang University

Shaobo Ji, Carleton University

**Title: Energy Levels and Co-Evolution of Product Innovation in Supply Chain Clusters**

**Author:** Guojun Ji

School of Management, Xiamen University

**Sept. 30 PM**

13: 30-16: 30 Discussion; Study visits to Ottawa businesses

### **Conference fees**

Registration fee: 400 U.S. dollars per person (or 420 Canadian dollars)  
180 U.S. dollars per student (or 200 Canadian dollars)

### **Conference Secretariat contact information**

Online registration and conference program, registration form:

<http://www.cets2010.com>      <http://cets2010.ccefor.com>

Tel: (613) 686-1313      Fax: (613) 800-0119

E-mail: cets2010@ccefor.com      info@cets2010.com

### **Secretariat**

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## **CETS2010 - International Conference Secretariat, CeBA Canada**

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