

ICISO 2010
The 12th International Conference on
Informatics and Semiotics in Organisations
IFIP WG8.1 Working Conference

19-21 July 2010
 University of Reading, UK
 with satellite sessions at Beijing Jiaotong University, China*

Preliminary Programme

Updated: 13 July 2010

*All events and sessions in this programme take place in Reading unless indicated otherwise. The sessions indicated to take place in Beijing in this programme are video-linked to Reading.

**Each regular paper presentation is allocated 25 minutes (15 minutes presentation followed by 10 minutes discussion as a guideline)

Beijing Time		Henley Business School Room G15	Henley Business School Room G10
Monday, 19 July			
09:00	16:00	Registration (Open 9:00)	
10:00	17:00	Workshop 1 <i>Removing Arbitrariness from Design Schemas to Improve Information Systems Quality</i> Professor Ronald Stamper and Mr Yasser Ades	Doctoral Consortium
13:00	20:00	Lunch	
14:00	21:00	Workshop 2 <i>Application Management and challenges of cloud computing</i> Mr Mark Smalley and chaired by Dr. Sam Chong (Capgemini UK)	Doctoral Consortium
17:00	00:00	Reception SCR (Senior Common Room)	
18:00	01:00		

Beijing Time		Henley Business School Room G15	Henley Business School Room G10
Tuesday, 20 July			
08:30	15:30	Registration (8.30-9.00)	
09:00	16:00	<p>Welcome: Kecheng Liu, Conference Co-Chair University of Reading</p> <p>Keynote 1 (Reading): Chair - Rene Jorna, University of Groningen</p> <p><i>From Subject Databases to Flow of Responsibility</i> Prof. Dr. Henk W. M. Gazendam, University of Groningen, The Netherlands</p>	
10:00	17:00	<p>Session TR1: Chair - Daniel Galarreta, CNES</p> <p>Organisational Semiotics and Applications (I)</p> <p><i>Case Study: A Semiotic Approach to Meta-Programming in Operational Research</i> Martin Wheatman, Kecheng Liu (University of Reading, UK)</p> <p><i>The Notion of "Meaning System" and its use for "Information Systems"</i> Lin Liu, Junkang Feng (University of the West of Scotland, UK)</p> <p><i>A Semiotic-based Approach to the Design of Web Ontologies</i> Júlio Cesar dos Reis, Rodrigo Bonacin (CTI, MCT, Brazil), M. Cecília C. Baranauskas (University of Campinas (UNICAMP), Brazil)</p>	<p>Session TB1 (BEIJING): Chair - Liang Wang, Beijing Jiaotong University</p> <p>Pervasive Informatics (I)</p> <p><i>Unattended Home Delivery System Based on PKI Trust Model in Urban Areas</i> Bian Wenliang (Beijing Jiaotong University, China), Nie Xuyun (University of Electronic Science and Technology of China, China)</p> <p>Socio-Technical Interactions (I)</p> <p><i>A Trust Evaluation Model of Internet Banking Customers</i> Xiaoyan Wang (Guangdong University of Finance, China), Sulin Pang (Jinan University, China)</p> <p><i>Pragmatic IPO Model of Micro Communication Process</i> Ning Zhang, Kecheng Liu, Keiichi Nakata (University of Reading, UK)</p>
11:15	18:15	Coffee Break	
11:45	18:45	<p>Session TR2: Chair - Tim French, University of Bedfordshire</p> <p>Organisational Semiotics and Applications (II)</p> <p><i>A Semiotic Approach to Web Service Description</i> Adrian Benfell, Kecheng Liu (University of Reading, UK)</p> <p><i>Resolving artifact description ambiguities during software design using semiotic agent modeling</i> Daniel Gross, Eric Yu (University of Toronto, Canada)</p> <p><i>The Semiotic Framework: Peirce and Stamper</i> A.J.J van Breemen (Radboud University Nijmegen, The Netherlands)</p>	<p>Session TB2 (BEIJING): Chair - Ning Zhang, University of Reading</p> <p>E-Commerce for Digital Economy (I)</p> <p><i>Security Analysis of Authentication Schemes in M-Commerce Based on Fuzzy Comprehensive Evaluation</i> Rui Hua, Runtong Zhang, Dandan Li (Beijing Jiaotong University, China)</p> <p><i>An Anti-DoS Authentication System in M-Commerce</i> Liang Wang, Runtong Zhang (Beijing Jiaotong University, China)</p> <p><i>RSVP-CN: One Improved RSVP Mechanism Adapted to Cognitive Networks</i> Wei Qi, Xiaomin Zhu (Beijing Jiaotong University, China)</p>
13:00	20:00	Lunch	
14:00	21:00	<p>Session TR3: Chair - Lily Sun, University of Reading</p> <p>Organisational Semiotics and Applications (III)</p> <p><i>Design of a Modelling Language for Semiotics Based Agent Systems</i> Mangtang Chan (City University of Hong Kong, China)</p> <p><i>The radical need for Semiotics in IS research and practice : Why the Urgency?</i> Ángela Lacerda Nobre (ESCE-IPS, Portugal)</p> <p><i>Template free biometric E-banking authentication: more trustworthy or false trail?</i> Tim French, Marc Conrad, Raymond Brown (University of Bedfordshire, UK)</p>	<p>Session TR4: Chair - Simon Polovina, Sheffield Hallam University</p> <p>E-Commerce and Digital Economy (II)</p> <p><i>A New Algorithm for Evaluation of the Balanced Scorecard through an ANP: A Case Study for Electronic Commerce B2C</i> D. Torres, L. Quezada, I. Soto, M. Lopez (Universidad de Santiago, Chile)</p> <p><i>Argumentation-based one-to-many negotiation model</i> Guorui Jiang, Sheng Chen (Beijing University of Technology, China)</p> <p><i>Automatic Negotiation System for Price Comparison Based on Agent Technology</i> Xiuzhen Feng, Gaofeng Wu (Beijing University of Technology, China)</p>
15:15	22:15	Coffee Break & Group Photo	
15:45	22:45	<p>Session TR5: Chair - Guorui Jiang, Beijing University of Technology</p> <p>Pervasive Informatics (II)</p> <p><i>Multi-Agent Systems in Intelligent Pervasive Spaces</i> Joaquim Filipe (Instituto Politécnico de Setúbal, Portugal)</p> <p><i>Personalised Ambient Intelligence in Buildings via Context-Aware Agents</i> Soi Luong (University of Reading, UK), Samuel Chong (Capgemini, UK)</p> <p><i>Inclusion of Temporal Databases with Industry Foundation Classes - a basis for adaptable intelligent buildings</i> Hubert Grzybek, Stephen Gulliver, Zhuotao Huang (University of Reading, UK)</p>	<p>Session TR6: Chair - Xiuzhen Feng, Beijing University of Technology</p> <p>Informatics for Business Processes (I)</p> <p><i>Business processes underpinning information systems : A higher education institution's framework</i> Nuno Pina Gonçalves, Sérgio Paulino, Tiago Silva (Politecnical Institute of Setúbal, Portugal)</p> <p><i>Process Integration for Service Oriented Networked Applications</i> Xianpeng Huangfu, Aimin Luo, Li Huang, Honghui Chen, Xueshan Luo (National University of Defense Technology, China)</p>
17:00	00:00	<p>Conference Banquet China Palace 43-45 Oxford Road, Reading RG1 7QG</p>	
18:30	01:30		
21:00	04:00		

Beijing Time		Henley Business School Room G15	Henley Business School Room G10
Wednesday, 21 July			
08:30	15:30	Registration (8.30-9.00)	
09:00	16:00	<p>Keynote 2 (BEIJING): Chairs - Runtong Zhang, Beijing Jiaotong University (Beijing); Keichi Nakata, University of Reading (Reading)</p> <p><i>On the Conceptual Underpinnings of Organizational Semiotics</i> Prof. Ahti-Veikko Pietarinen, University of Helsinki</p>	
10:00	17:00	<p>Session WR1: Chair - Mantang Chan, City University of Hong Kong</p> <p>Socio-Technical Interactions (II)</p> <p><i>Towards an initial semiotic view of the interactive graphic organiser</i> Mario J. Lopez, Hector R. Ponce (University of Santiago, Chile)</p> <p><i>User Interface Design informed by Affordances and Norms Concepts</i> Vânia Paula de Almeida Neris and M. Cecília C. Baranauskas (University of Campinas (UNICAMP), Brazil)</p> <p><i>Socio-Technical Factors Influencing Social Media Adoption in Business: A Semiotic Perspective</i> Sanaa Askool, Aimee Jacobs, Keichi Nakata (University of Reading, UK)</p>	<p>Session WB1 (BEIJING): Chair - Qiu-Shi Cong, Nanjing Audit University</p> <p>Informatics for Business Processes (I)</p> <p><i>Research on the Ecological Correlation Analysis between the Enterprises in the Logistics Park</i> Honglu Liu, Xiaolan Guan, Zhenji Zhang (Beijing Jiaotong University, China)</p> <p><i>Book Supply Chain Model Based on System Dynamics</i> Chong-yu Wu, Xiao-chun Lu (Beijing Jiaotong University, China)</p> <p><i>A Novel Combined Network Traffic Prediction Model in Cognitive Networks</i> Xiaopu Shang, Xiaomin Zhu, Dandan Li (Beijing Jiaotong University, China)</p>
11:15	18:15	Coffee Break	
11:45	18:45	<p>Session WR2: Chair - Hector Ponce, University of Santiago</p> <p>Socio-Technical Interactions (III)</p> <p><i>A Semiotic Analysis of Persuasive Technology: An Application to Obesity Management</i> Isaac Wiafe, Keichi Nakata (University of Reading, UK)</p> <p><i>Interaction Design and Redundancy Strategy in Critical Systems</i> Marcos Salenko Guimarães, M. Cecilia Baranauskas, Eliane Martins (University of Campinas (UNICAMP), Brazil)</p> <p><i>The technical opportunities and semiotic pitfalls of Multi-Actor Systems: support, planning and communication between marketing, dispatchers and passengers within the Netherlands Railways</i> Niels R. Faber, René J. Jorna (University of Groningen, The Netherlands)</p>	<p>Session WB2 (BEIJING): Chair - Xiaolan Guan, Beijing Jiaotong University</p> <p>Informatics for Business Processes (I) (cont.)</p> <p><i>Research on the Classification Consultations and Self-Adaptation of QoS in Cognitive Networks</i> Xiujun Gu, Runtong Zhang, Zhongtian Li, Xu Han (Beijing Jiaotong University, China)</p> <p>Enterprise Architecture (I)</p> <p><i>A Study on Enterprise Application Integration Based on Grid</i> Dan Chang, Lijun Zhou (Beijing Jiaotong University, China)</p> <p><i>MASOERP: A mobile agent-based service-oriented integration architecture for batch customization ERP production</i> Qiu-Shi Cong, Lin Lin, Zuo-Ming Huang (Nanjing Audit University, China)</p>
13:00	20:00	Lunch	
14:00	21:00	<p>Session WR3: Chair - Vania Neris, University of Campinas</p> <p>Socio-Technical Interactions (IV)</p> <p><i>Cultures, Roles and Responsibilities of Stakeholders in Multicultural Requirement Engineering: Designing e-commerce for female market in Saudi Arabia</i> Khulood Rambo, Kecheng Liu (University of Reading, UK)</p> <p>Pervasive Informatics (IV)</p> <p><i>Building Smart Saudi Hospitals Using RFID Technologies</i> Deena M Barakah, Ali Al Kinani (King Saud bin Abdulaziz University for Health Sciences, Saudi Arabia)</p> <p><i>A Semiotic approach of contexts for pervasive systems</i> Daniel Galarreta (CNES, France)</p>	<p>Session WR4: Chair - Yinshan Tang, University of Reading</p> <p>Enterprise Architecture (II)</p> <p><i>Semantics and Pragmatics in Enterprise Architectures through Transaction Agent Modelling</i> Ivan Launders, Simon Polovina (Sheffield Hallam University, UK) Richard Hill (University of Derby, UK)</p> <p><i>The Role of Principles in the Development of Enterprise Information Architecture</i> Tiko Iyamu, Leshoto Mphahlele (Tshwane University of Technology, South Africa)</p> <p><i>Ontology based UML2 component architecture generation</i> Iman Poernomo, George Tsaramiris (King's College London, UK) Mohammad Yamin (King Abdulaziz University, Saudi Arabia)</p> <p><i>Taxonomy of Purpose of Enterprise Architecture</i> Nestori Syyiniama (Anvia, Finland)</p>
15:40	22:40	Coffee Break	
16:00	23:40	<p>Panel Discussion Chair - Kecheng Liu, University of Reading</p>	
17:00	00:00	Closure	