



CONFERENCE PROGRAM

November 22, 2010, MONDAY (UEW Campus, building Z, room 105)

10:00 – 10:30 **Registration**

10:30 – 11:00 **Conference opening**

Prof. zw. dr hab. JAROSŁAW WITKOWSKI (Wrocław University of Economics, Vice Rector for International Co-operation),

Prof. dr hab. LESZEK MACIASZEK (Wrocław University of Economics, Director of Institute of Business Informatics),

Prof. zw. dr hab. JERZY KORCZAK (Wrocław University of Economics, Chair of AITM'2010, Head of Department of Information Technologies)

11:00 – 12:00 **Keynote:** FREDERIC ANDRES (National Institute of Informatics, Tokyo, Japan): XBRL Topic Maps Challenges for Business Semantic Management

12:00 – 12:30 Coffee break

12:30 – 14:00 **Session I:** Chair LESZEK MACIASZEK (Wrocław University of Economics)

CHRISTOPH AUGENSTEIN¹, HOLGER MÜLLER¹, BOGDAN FRANCZYK^{1,2} (¹ University of Leipzig, Germany, ² Wrocław University of Economics): Developing a Unified Service Model for Collaborative Modeling of Logistics Services

STANISŁAW STANEK, MARIUSZ ŻYTNIIEWSKI (Katowice University of Economics): Process Approach in Multi-agent Systems

AGNIESZKA KONYS, JAROSŁAW WĄTRÓBSKI (West Pomeranian University of Technology, Szczecin): A Model of Ontology Supporting COTS Components Selection Process in Management Information System Domain

RADOSŁAW RUDEK (Wrocław University of Economics): Metaheuristic Algorithms for Optimization of Varying Efficiency Production Systems

14:00 – 15:00 Lunch

15:00 – 17:00 **Session II:** Chair BOGDAN FRANCZYK (University of Leipzig, Germany, Wrocław University of Economics)

WITOLD CHMIELARZ (Warsaw University): Analysis and Evaluation of Selected Internet Groceries

MARCIN SIKORSKI (Gdansk University of Technology): Towards Methodology for User Experience Measurement in On-Line Services

JACEK UNOLD (Wrocław University of Economics): Technological and Social Drivers of Web 2.0

- MAŁGORZATA PAŃKOWSKA (Katowice University of Economics):
Information Communication Technology Strategy Development
- 17:00 – 17:30 Coffee break
- 17:30 – 18:30 **Presentation of Conference Sponsors**
- CEZARY DOŁĘGA (Neurosoft, Wrocław): NeuroBiz – Mashup Technology Application in Information Systems ,
- KAROLINA PROCELEWSKA (Bezpieczne.it, Warsaw) IBM Maximo narzędzie EAM (Enterprise Asset Management) kluczem do sukcesu przedsiębiorstwa
- 20:00 **Conference Banquet** (Piwnice „Pod Gryfami”, Rynek 2, The Barrel Room)

November 23, 2010, TUESDAY (UEW Campus, building Z, room 105)

- 9:00 **2nd day Opening** JERZY KORCZAK (Wrocław University of Economics)
- 9:00 – 10:00 **Keynote:** DAMIEN MAGONI (University of Bordeaux, France): An Overlay Architecture for Achieving Total Flexibility in Internet Communications
- 10:00 – 10:30 Coffee break
- 10:30 – 12:00 **Session III** Chair MIECZYŚLAW L. OWOC (Wrocław University of Economics)
- RADOSŁAW KLIMEK, PAWEŁ SKRZYŃSKI, MICHAŁ TUREK (AGH University of Science and Technology, Krakow): Deduction Based Verification of Business Models
- PAWEŁ WEICHBROTH (Gdansk University of Technology): A Framework of Rule Based Expert System for Market Basket Analysis
- PAYAM HOMAYOUNFAR (Wrocław University of Economics, SAP Consultant Braunschweig, Germany): An Essence of Portfolio Planning in the Software Development Industry
- KAROLINA MUSZYŃSKA (University of Szczecin): Collaborative Software for Supporting Communication and Cooperation in Project Teams
- 12:00 – 12:30 Coffee break
- 12:30 – 14:00 **Session IV** Chair MARCIN SIKORSKI (Gdansk University of Technology)
- AGATA FILIPOWSKA, MONIKA KACZMAREK (Poznan University of Economics): Information Sensitive and Customizable Service Chains
- PAWEŁ FAJFER (Poznan School of Logistics) Integration Among Supply Chain Partners
- RYSZARD ZYGALA (Wrocław University of Economics): Software As A Service: In Search of Business Value for SMES in Poland
- MOHAMMAD ALSQOUR, MIECZYŚLAW L. OWOC (Wrocław University of Economics): The Role of Data Warehouse in Enhancing Information and Communication Technology
- 14:00 **Conference closing** JERZY KORCZAK (Wrocław University of Economics)
- 14:15 Lunch