

## 1. ACM International Conference Proceeding Series

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**Abstract:** The proceedings contain 16 papers. The topics discussed include: the KSFs of DRAM futures contracts; the theoretical basis of e-business and internet: an analysis of theoretical models of perfect complement; exploring the consumer behavior of online platform by using information system success model; cloud-oriented direct marketing service model: a case study on a tourist hotel; key factors influencing B2B relationship marketing in the telecommunications industry; how design factors for advergames impact consumers' attitudes and behaviors: the perspective of engagement theory; determining business model for Indonesia mobile operators to reach the growing emerging market in internet prepaid card user; a vendor-buyer supply chain model with an imperfect production system and standby key modules; e-collaboration of virtual team's: the mediating effect of interpersonal trust; enterprise data integration by internal and external systems; partners' characteristics and stock performance in strategic alliances; management decision analysis of C2C online shopping websites in Taiwan and China; an effective approach to explore the KSF of Taiwan's hosiery industry; using importance-performance analysis to evaluate PX Mart service quality in a Chinese cultural setting; and a new fuzzy clustering algorithm based on pursuit project model.

**Database:** Compendex

**Data Provider:** Engineering Village

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