## Contents

### Part I  eServices in Public and Private Sectors

**A Service Classification Model for Value Co-creation in IT Outsourcing Services** .......................................................... 3  
Gerasimos Kontos and Konstadinos Kutsikos

**Sustained Competitive Advantage Using Business Entities (SCUBE): A Practical Approach for Business Agility** .......................... 11  
Matteo Della Bordella, Rong Liu, Aurelio Ravarini, Frederick Y. Wu, and Anil Nigam

**Financing Public e-Services in Europe: A Regional Perspective**  .......... 19  
Luigi Reggi and Sergio Scicchitano

**About the Relevance of eDemocracy in Italian Regional Websites**  ........ 27  
Mario Bochicchio and Antonella Longo

**Collective Intelligence and Social Computing: A Literature Review** .............................................................. 35  
Luca Cremona and Aurelio Ravarini

**E-Marketplaces for Professional e-Services: Trust, Reputation and Performance** .......................................................... 43  
Alberto Francesconi and Claudia Dossena
<table>
<thead>
<tr>
<th>Part II Organizational Change and the Impact of ICT in Public and Private Sectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Evolution of Information Systems Strategic Models: From IT Management to IT Governance. The FIAT Case</td>
</tr>
<tr>
<td>Renata Paola Dameri</td>
</tr>
<tr>
<td>Organizational Factors as Determinants of SaaS Adoption</td>
</tr>
<tr>
<td>Antonella Ferrari, Cecilia Rossignoli, and Lapo Mola</td>
</tr>
<tr>
<td>Exploring the Impact of Innovation Policies in Economic Environments with Self-Regulating Agents in Multi-level Complex Systems</td>
</tr>
<tr>
<td>Francesco Niglia, Dimitri Gagliardi, and Cinzia Battistella</td>
</tr>
<tr>
<td>Managerial and Organizational Impact of ERP Systems in Public Sector Organizations. A Case Study</td>
</tr>
<tr>
<td>Alessandro Spano and Benedetta Bellò</td>
</tr>
<tr>
<td>IT Helps the Italian Army to Implement a Performance Management System</td>
</tr>
<tr>
<td>Armando Suppa, Alessandro Zardini, and Salvatore Alessandro Sarcia</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Part III Information and Knowledge Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semantics-Enriched Web APIs Selection for Enterprise Mashup Development</td>
</tr>
<tr>
<td>Devis Bianchini, Valeria De Antonellis, and Michele Melchiori</td>
</tr>
<tr>
<td>A New Generation DMS for Supporting Social Sensemaking</td>
</tr>
<tr>
<td>Francesco Maria Barbini, Alessandro D’Atri, Laura Tarantino, and Stefano Za</td>
</tr>
<tr>
<td>An Innovative Approach to the Governance of E-Government Knowledge Management Systems</td>
</tr>
<tr>
<td>Marco Bianchi, Nunzio Casalino, Mauro Draoli, and Giorgio Gambosi</td>
</tr>
<tr>
<td>Data Mart Integration at Measure Level</td>
</tr>
<tr>
<td>Claudia Diamantini and Domenico Potena</td>
</tr>
</tbody>
</table>
Part IV  Human-Computer Interaction

Towards ICT Support for Elderly Displaced People: Looking for Natural Gestures ................................................................. 135
Alessandra Melonio, Laura Tarantino, and Tania Di Mascio

Giuliana Carullo, Filomena Ferrucci, and Federica Sarro

A Biometric Interface to Ambient Intelligence Environments .......... 155
Andrea F. Abate, Michele Nappi, and Stefano Ricciardi

Exploring the Effectiveness of Web Ads Via Greenwald and Leavitt’s Involvement Model .................................................... 165
Silvia Dessi`, Claudia Melis, and Ernestina Giudici

An Augmented Reality Application to Gather Participant Feedback During a Meeting .................................................. 173
Rita Francese, Ignazio Passero, and Telmo Zarraonandia

ICT for Small to Medium Enterprises: Focus on Usability for a Web-Based Spreadsheet Mediated Collaboration Environment ....... 181
Athula Ginige, Luca Paolino, Marco Romano, Genoveffa Tortora, and Giuliana Vitiello

Representing Visual Aspects of Web Services ............................. 189
Antonio Piccinno and Daniela Fogli

Using a High Level Formal Language for Task Model-Based Usability Evaluation ............................................................. 199
Shah Rukh Humayoun, Yael Dubinsky, Tiziana Catarci, Eli Nazarov, and Assaf Israel

Visualizing Geographical Information Through Tag Clouds .......... 209
Davide De Chiara, Vincenzo Del Fatto, and Monica Sebillo

Hand-Drawn Diagram Recognition with Hierarchical Parsing: An Experimental Evaluation ........................................... 217
Vincenzo Deufemia, Michele Risi, and Genoveffa Tortora
Part V  Information Systems, Innovation Transfer, and New Business Models

Innovation in Business Processes: Pattern-Driven Process Modelling ............................................................ 229
Pasquale Ardimento, Nicola Boffoli, Danilo Caivano, Daniela Castelluccia, and Giuseppe Visaggio

Methodology of Business Ecosystems Network Analysis:
A Field Study in Telecom Italia Future Centre ......................... 239
Cinzia Battistella, Katia Colucci, and Fabio Nonino

Knowledge Sharing and Innovation: The Contribution of Innovation Intermediaries ........................................... 251
Raffaella Coppolino and Tindara Abbate

Value-Co-creation Through Multichannels Distributions:
The Nike ID Case ............................................................................................................................ 259
Enrico Angioni, Francesca Cabiddu, and Maria Chiara Di Guardo

Technology Intelligence: New Challenges from Patent Information .................................................................... 267
Fabrizio Cesaroni and Daniela Baglieri

Towards a Digital Ecosystem to Increase Effectiveness of Technology Transfer Services ........................................... 275
C. Luciano Mallamaci and Domenico Saccà

Part VI  Business Intelligence Systems, Their Strategic Role and Organizational Impacts

Business Intelligence for Supply Chain Management: Trends from Scholarly Literature and from the World of Practice ..................... 287
Isabella Maggioni and Francesca Ricciardi

Business Intelligence in the Taps and Fittings Sector:
Organizational and Technological Aspects ........................................ 295
Roberto Candiotto and Silvia Gandini

Knowledge Generating Decision Support Systems: Managing the Trade-Off Between Generating Knowledge and Supporting Decisions ................................................................. 303
Carlo Caserio
Part VII  New Ways to Work and Interact with the Internet

Reducing Inertia and Forwarding Changes: Crowdsourcing to Reduce Uncertainty. A Theoretical Model ................................. 315
Riccardo Maiolini and Raffaella Naggi

The Future of Work: Trends of Telework in Italian SMEs Between 2005 and 2009 ................................................................. 323
Paolo Neirotti, Emilio Paolucci, and Elisabetta Raguseo

Communities of Practice and Practice Preservation: A Case Study ..... 331
Francesco Schiavone and Rocco Agrifoglio

ICT and Judicial Administration: A Model for the Classification of E-Justice Innovations ..................................................... 339
Luigi Lepore, Lara Borrello, and Federico Alvino

How Does the Management of Multiple Stakeholders’ Interests Influence Decision-Making Processes? Exploring the Case of Crowdsourced Placemaking .............................................. 349
Riccardo Maiolini

Combining Exploitation and Exploration Through Crowdsourcing: The Case of Starbucks ....................................................... 359
Francesca Cabiddu, Manuel Castriotta, Maria Chiara Di Guardo, Paola Floreddu, and Daniela Pettinao

The Motivational Drivers in Open Innovation Web-Based Platforms: An Explorative Study ........................................................ 367
Cinzia Battistella and Fabio Nonino

How Internet Is Upsetting the Communication Between Organizations and Their Stakeholders: A Tentative Research Agenda ............... 377
Tommaso Federici and Alessio Maria Braccini

The Evaluation of Networks Performance in Cultural Heritage Through Intelligent Systems ...................................................... 387
Massimo Bianchi, Arturas Kaklauskas, Joshua Onome Imoniana Rebecca Levy Orelli, and Laura Tampieri

Search Phase and the Openness Effects in MNEs ............................. 397
Luca Sabini, Alfredo Valentino, and Kinsuk Mani Sinha
Part VIII  IS, IT and Security

Managing Information Security Through Policy Definition: Organizational Implications ................................................. 409
Moufida Sadok and Paolo Spagnoletti

Prioritizing Role Engineering Objectives Using the Analytic Hierarchy Process ............................................................ 419
Alessandro Colantonio

Negotiation of Weighted RTML Credentials on Mobile Devices ........ 429
Stefano Bistarelli, Fabio Martinelli, Francesco Roperti, and Francesco Santini

Analysis of Evidences About the Relationship Between Organisational Flexibility and Information Systems Security ......................... 439
Maurizo Cavallari

Part IX  Blending Design and Behavioral Research in Information Systems

Building Theories from IT Project Design: The HOPES Case ............... 451
Paolo Spagnoletti, Andrea Resca, Valentina Russo, Francesco Taglino, and Laura Tarantino

Towards a Reconstruction of Theoretical Foundations of Enterprise Architecture Management ............................................. 461
Simon Weiss, Stephan Aier, and Robert Winter

Focus Groups, Meaning Making and Data Quality .......................... 469
Patrizia Bertini

Part X  Professional Skills, Certification of Curricula, On-Line Education and Communities

How Teams Can Achieve Success Using New Technologies in Order to Help Knowledge Sharing and Organizational Learning in Communities of Practice: A Case Study in Public Sector .................... 481
Luigi de Bernardis, Riccardo Maiolini, and Raffaella Naggi

Analysis of Serious Games Implementation for Project Management Courses .......................................................... 491
Riccardo Bonazzi, Stephanie Missonier, Dominique Jaccard, Pius Bienz, Boris Fritscher, and Emmanuel Fernandes
New Frontiers of Managerial Training: The LiVES Project ............. 499
Stefano Za

Organizational Aspects and Governance of a Learning Environment Aimed at a Common Curricula for European Senior Civil Servants .... 507
Nunzio Casalino and Laura Ricci

Part XI IS Design, IS Development, Metrics and Compliance

Alignment of Service Science and Service Oriented Computing: A Unified Interpretative Approach to Service Design and Planning ..... 519
Marco Comerio, Simone Grega, Matteo Palmonari, and Gianluigi Viscusi

Profiting from IT-Based Capabilities in SMEs: Firm-Level Evidence from Italy .......................................................... 527
Paolo Neirotti and Elisabetta Raguseo

Open Ontology-Driven Sociotechnical Systems: Transparency as a Key for Business Resiliency ........................................ 535
Nicola Guarino, Emanuele Bottazzi, Roberta Ferrario, and Giovanni Sartor

Part XII ICT4LAW: Information and Communication Technologies to Help Firms, Public Administrations, Legislators and Citizens to Operate in a Highly Regulated World

Supporting the Analysis of Risks of Violation in Business Protocols: The MiFID Case Study ................................................. 545
Matteo Baldoni, Cristina Baroglio, Elisa Marengo, and Viviana Patti

Change the Law: A Simulation of the Reduction of Payment Period of Trade Debts on Italian Firms ........................................ 555
Giuseppe Calabrese

Business Process Compliance Verification: An Annotation Based Approach with Commitments .............................................. 563
Davide D’Aprile, Laura Giordano, Alberto Martelli, Gian Luca Pozzato, Daniele Rognone, and Daniele Theseider Dupré

Eunomos, A Legal Document and Knowledge Management System for Regulatory Compliance .............................................. 571
Guido Boella, Llio Humphreys, Marco Martin, Piercarlo Rossi, Leendert van der Torre, and Andrea Violato