## Contents

### Part I  E-Services in Public and Private Sectors

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter-organizational e-Services from a SME Perspective: A Case Study on e-Invoicing</td>
<td>3</td>
</tr>
<tr>
<td>R. Naggi and P.L. Agostini</td>
<td></td>
</tr>
<tr>
<td>E-Services Governance in Public and Private Sectors: A Destination Management Organization Perspective</td>
<td>11</td>
</tr>
<tr>
<td>F.M. Go and M. Trunfio</td>
<td></td>
</tr>
<tr>
<td>Intelligent Transport Systems: How to Manage a Research in a New Field for IS</td>
<td>21</td>
</tr>
<tr>
<td>T. Federici, V. Albano, A.M. Braccini, E. D’Atri, and A. Sansonetti</td>
<td></td>
</tr>
<tr>
<td>Operational Innovation: From Principles to Methodology</td>
<td>29</td>
</tr>
<tr>
<td>M. Della Bordella, A. Ravarini, F.Y. Wu, and R. Liu</td>
<td></td>
</tr>
<tr>
<td>Public Participation in Environmental Decision-Making: The Case of PPGIS</td>
<td>37</td>
</tr>
<tr>
<td>Paola Floreddu, Francesca Cabiddu, and Daniela Pettinao</td>
<td></td>
</tr>
<tr>
<td>S. Za, E. D’Atri, and A. Resca</td>
<td></td>
</tr>
</tbody>
</table>

### Part II  Organizational Change and Impact of ICT

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Italian Electronic Public Administration Market Place: Small Firm Participation and Satisfaction</td>
<td>55</td>
</tr>
<tr>
<td>R. Adinolfi, P. Adinolfi, and M. Marra</td>
<td></td>
</tr>
</tbody>
</table>
The Role of ICT Demand and Supply Governance: A Large Event Organization Perspective ............................................................. 63
F.M. Go and R.J. Israels

Driving IS Value Creation by Knowledge Capturing: Theoretical Aspects and Empirical Evidences ............................................ 73
R.P. Dameri, C.R. Sabroux, and Ines Saad

The Impact of Using an ERP System on Organizational Processes and Individual Employees .................................................... 83
A. Spano and B. Bellò

Assessing the Business Value of RFID Systems: Evidences from the Analysis of Successful Projects ................................. 91
G. Ferrando, F. Pigni, C. Quetti, and S. Astuti

Part III  Information and Knowledge Management

A Non Parametric Approach to the Outlier Detection in Spatio–Temporal Data Analysis ............................................. 101
Alessia Albanese and Alfredo Petrosino

Thinking Structurally Helps Business Intelligence Design ............. 109
Claudia Diamantini and Domenico Potena

A Semantic Framework for Collaborative Enterprise Knowledge Mashup ................................................................. 117
D. Bianchini, V. De Antonellis, and M. Melchiori

Similarity-Based Classification of Microdata .............................. 125
S. Castano, A. Ferrara, S. Montanelli, and G. Varese

The Value of Business Metadata: Structuring the Benefits in a Business Intelligence Context ........................................... 133
D. Stock and R. Winter

Online Advertising Using Linguistic Knowledge ......................... 143
E. D’Avanzo, T. Kuflik, and A. Elia

Part IV  IS Quality, Metrics and Impact

Green Information Systems for Sustainable IT .......................... 153
C. Cappiello, M. Fugini, B. Pernici, and P. Plebani
The Evaluation of IS Investment Returns: The RFI Case .......... 161
Alessio Maria Braccini, Angela Perego, and Marco De Marco

Part V Systemic Approaches to Information Systems Development
and Design Methodologies

Legal Issues in eGovernment Services Planning ...................... 171
G. Viscusi and C. Batini

From Strategic to Conceptual Information Modelling: A Method
and a Case Study .......................................................... 179
G. Motta and G. Pignatelli

Use Case Double Tracing Linking Business Modeling to Software
Development ................................................................. 187
G. Paolone, P. Di Felice, G. Liguori, G. Cestra, and E. Clementini

Part VI Human Computer Interaction

A Customizable Glanceable Peripheral Display for Monitoring
and Accessing Information from Multiple Channels .................. 199
D. Angelucci, A. Cardinali, and L. Tarantino

A Dialogue Interface for Investigating Human Activities
in Surveillance Videos ...................................................... 209
V. Deufemia, M. Giordano, G. Polese, and G. Tortora

The Effect of a Dynamic User Model on a Customizable Mobile
GIS Application ............................................................. 219
L. Paolino, M. Romano, M. Sebillo, G. Tortora, and G. Vitiello

Simulating Embryo-Transfer Through a Haptic Device ............ 229
A.F. Abate, M. Nappi, and S. Ricciardi

Interactive Task Management System Development Based
on Semantic Orchestration of Web Services .......................... 237
B.R. Barricelli, P. Mussio, M. Padula, A. Piccinno, P.L. Scala,
and S. Valtolina

An Integrated Environment to Design and Evaluate Web Interfaces ... 245
R. Cassino and M. Tucci

A Crawljax Based Approach to Exploit Traditional Accessibility
Evaluation Tools for AJAX Applications .............................. 255
F. Ferrucci, F. Sarro, D. Ronca, and S. Abrahao
A Mobile Augmented Reality System Supporting Co-Located Content Sharing and Displaying ............................................ 263
A. De Lucia, R. Francese, and I. Passero

Enhancing the Motivational Affordance of Human–Computer Interfaces in a Cross-Cultural Setting ............................................ 271
C. Schneider and J. Valacich

Metric Pictures: Source Code Images for Visualization, Analysis and Elaboration .............................................................. 279
S. Murad, I. Passero, and R. Francese

Part VII Information Systems, Innovation Transfer, and New Business Models

Strategy and Experience in Technology Transfer of the ICT-SUD Competence Center .......................................................... 291
C. Luciano Mallamaci and Domenico Saccà

A Case of Successful Technology Transfer in Southern Italy, in the ICT: The Pole of Excellence in Learning and Knowledge ........ 301
M. Gaeta and R. Piscopo

Logic-Based Technologies for e-Tourism: The iTravel System .......... 311
Marco Manna, Francesco Ricca, and Lucia Saccà

Managing Creativity and Innovation in Web 2.0: Lead Users as the Active Element of Idea Generation ............................................. 319
R. Consoli

Part VIII Accounting Information Systems

Open-Book Accounting and Accounting Information Systems in Cooperative Relationships ................................................ 329
A. Scaletti and S. Pisano

The AIS Compliance with Law: An Interpretative Framework for Italian Listed Companies .................................................. 337
K. Corsi and D. Mancini

The Mandatory Change of AIS: A Theoretical Framework of the Behaviour of Italian Research Institutions ............................. 345
D. Mancini, C. Ferruzzi, and M. De Angelis
Part IX  Business Intelligence Systems Their Strategic Role and Organizational Impacts

Enabling Factors for SaaS Business Intelligence Adoption: A Theoretical Framework Proposal .......................... 355
Antonella Ferrari, Cecilia Rossignoli, and Alessandro Zardini

Relationships Between ERP and Business Intelligence: An Empirical Research on Two Different Upgrade Approaches ......................... 363
C. Caserio

Patent-Based R&D Strategies: The Case of STMicroelectronics’ Lab-on-Chip .................................................. 371
Alberto Di Minin, Daniela Baglieri, Fabrizio Cesaroni, and Andrea Piccaluga

Part X  New Ways to Work and Interact Via Internet

Trust and Conflict in Virtual Teams: An Exploratory Study ............ 381
L. Varriale and P. Briganti

Virtual Environment and Collaborative Work: The Role of Relationship Quality in Facilitating Individual Creativity ................. 389
Rocco Agrifoglio and Concetta Metallo

Crowdsourcing and SMEs: Opportunities and Challenges .............. 399
R. Maiolini and R. Naggi

Open Innovation and Crowdsourcing: The Case of Mulino Bianco ..... 407
Manuel Castriotta and Maria Chiara Di Guardo

Relational Networks for the Open Innovation in the Italian Public Administration ............................................................... 415
A. Capriglione, N. Casalino, and M. Draoli

Learning and Knowledge Sharing in Virtual Communities of Practice: A Case Study .......................................................... 425
Federico Alvino, Rocco Agrifoglio, Concetta Metallo, and Luigi Lepore

Part XI  ICT in Individual and Organizational Creativity Development

Internet and Innovative Knowledge Evaluation Processes: New Directions for Scientific Creativity? ................................. 435
Pier Franco Camussone, Roberta Cuel, and Diego Ponte
Creativity at Work and Weblogs: Opportunities and Obstacles  .......... 443
M. Cortini and G. Scaratti

Part XII  IS, IT and Security

A Business Aware Information Security Risk Analysis Method .......... 453
M. Sadok and P. Spagnoletti

Mobile Information Warfare: A Countermeasure to Privacy Leaks Based on SecureMyDroid .................................................. 461
A. Grillo, A. Lentini, and G. Me

A Prototype for Risk Prevention and Management in Working Environments ................................................................. 469
M.G. Fugini, C. Raibulet, and F. Ramoni

The Role of Extraordinary Creativity in Organizational Response to Digital Security Threats ................................................. 479
Maurizio Cavallari

Part XIII  Enterprise Systems Adoption

The Use of Information Technology for Supply Chain Management by Chinese Companies ..................................................... 489
Liam Doyle and Jiahong Wang

Care and Enterprise Systems: An Archeology of Case Management .... 497
F. Cabitza and G. Viscusi

Part XIV  ICT–IS as Enabling Technologies for the Development of Small and Medium Size Enterprises

Recognising the Challenge: How to Realise the Potential Benefits of ICT Use in SMEs? .......................................................... 507
P.M. Bednar and C. Welch

Understanding the ICT Adoption Process in Small and Medium Enterprises (SMEs) ............................................................ 515
R. Naggi

Second Life and Enterprise Simulation in SMEs’ Start Up of Fashion Sector: The Cases ETNI, KK Personal Robe and NFP ................. 523
L. Tampieri
Information Technology and Innovation Trends in Organizations
ItAIS: The Italian Association for Information Systems
D'Atri, A.; Ferrara, M.; George, J.F.; Spagnoletti, P. (Eds.)
2011, XVI, 530 p., Hardcover
ISBN: 978-3-7908-2631-9
A product of Physica-Verlag Heidelberg