

Plamen Nedkov, Giulio Occhini & Giuseppe Mastronardi (Editors)



Electronic Business II



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Electronic Business II

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Plamen Nedkov, Giulio Occhini & Giuseppe Mastronardi (Editors)

Electronic Business II



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on Electronic Business

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1. Introduction and Executive Summary

At the invitation of AICA – the Italian ICT association, IT STAR confirmed in March 2012 its intention to hold the 7th IT STAR Workshop on Electronic Business in 2013 in Italy as a follow-up to the successful conference under the same topic, held in Zagreb, Croatia in November 2010.

A Program and Organizing Committee with representatives of the 3 organizers – AICA, Politecnico di Bari and IT STAR - was established in November 2012, and it was decided to hold the conference on 3 May 2013 in Bari.

Among the reasons for selecting Bari as the conference venue was the fact that the Puglia chapter of AICA is one of the most active nationwide, an attestation of which is the recent election of the Chapter's president as AICA's national Vice-President. Other considerations were that Bari is an important economic and university center with a rich historic and cultural heritage and with close connections to most countries of the Adriatic region.

A. The 3 Organizers



AICA

Associazione Italiana per l'Informatica ed il Calcolo Automatico - is the leading Italian ICT Association with some 3,000 individual members, 5 sections and 300 organizations. It is a partner to CEPIS in assessing IT professionals, and a founding member of IT STAR. It holds 2 major annual conferences – its Annual Congress and Didamatica - and up to 15 other events p.a., has issued nearly 2 Million eSkills cards so far, and organizes the process of national IOI-related competitions and the preparation and participation of Italian high-school students in the International Olympiad in Informatics.

Politecnico di Bari is founded in 1990 and currently has one of the highest standings among Italian public universities for excellence and quality of scientific research. It has 3 Faculties.



IT STAR as a regional information technology association of 15 leading national computer societies in Central, Eastern and Southern Europe, has the mission to augment the activities of its members by providing a forum for debate within a regional and international context. It organizes conferences, publications and projects related to education, research, development and applications within the IS agenda, and disseminates information and results internationally.

B. Mission, program and participants

The mission and objectives of the event were intended to provide a forum to representatives of academia, government, business and professional organizations to debate the state, problems and challenges within topical areas of eBusiness in order to offer input and recommendations to IT STAR's member societies, as well as to national and international bodies with an interest in the subject.

The program was developed in a way to allow a profound debate in three distinct areas, namely national experiences, strategies within commercial organizations and eBusiness competences and skills, with participants coming from 11 countries – Albania, Austria, Croatia, Czech Republic, Germany, Hungary, Ireland, Italy, Lithuania, Slovakia, Slovenia – and representatives of the European Commission, the European Information Technology Observatory, the CEN WS on ICT Skills and the Municipality of Bari. Among the participants were the Presidents of the leading national computer societies of Croatia, Italy and Slovenia, the President of the Albanian Academy of Sciences, the Rectors of Politecnico di Bari and the Polytechnic University of Tirana, leaders and representatives of commercial organizations and associations such as SAP, TNT Post, INFOBALT and KnowK Ltd.

13 presentations were delivered during the opening debate and the 3 consecutive sessions. Posters were displayed in parallel and a satellite event, organized by AICA's Puglia Chapter during the afternoon of 2 May, consisted of a presentation on AICA's certificate on Digital Forensics, a roundtable on scientific methods in Digital Forensics and an award ceremony of the Regional Education Office (USR) - AICA school competition "IT is Mine" - <http://www.youtube.com/watch?v=myoUN3iKBIA>.

C. Executive Summary of Presentations

C.1. Keynotes

The debate was kicked-off with 2 keynotes, which outlined the broad eBusiness perspective in Europe.

The recently elected AICA President and EITO Chairman, **Prof. Bruno Lamborghini** took a broad-sighted view on *eBusiness Strategies to face the EU structural crisis*. Investment in digital technologies and economic growth are closely interrelated and countries that are not able to actively participate in the digital scenario risk significant unemployment rates, reduced competitiveness and living standards. A stronger application of digital technologies and eBusiness diffusion is the way forward to renew the European Union as a real federation extending beyond national interests and conservative political thinking with a capacity to adapt quickly to change that reflects technological development and global competition trends. eBusiness should become the common European language across all EU citizens, public institutions and businesses. New digital technologies and applications, stronger e-competences and Skills, interactive mobile communications, online banking and value chains, increased security systems, virtualization of all documents, harmonization and standardization of procedures are some of the priority issues of

the digital scenario. The European Digital Agenda 2020 is the useful frame as long as it is taken as THE strategic priority in Europe's social and economic development.

In early February 2013 the Conference organizers wrote to Ms. Neelie Kroes and Mr. Antonio Tajani, EC Vice-Presidents and Commissioners for the Digital Agenda and Industry and Entrepreneurship, expressing support to the Grand Coalition for Digital Skills and Jobs initiative and its objectives and actions in training, mobility, awareness, certification, and innovative learning, and inviting an EC speaker at the WS on eBusiness in Bari. The response was positive and **Mr. Alexander Riedl**, Deputy Head of Unit Knowledge Base of EC DG CNECT, was the second keynote speaker on *Digital Business in Europe: Beyond eEverything*. It is necessary to go beyond the "eEverything" approach of pure concepts, specific sectoral or national policies. A collective push towards making European businesses go digital and towards more digital entrepreneurs is needed. European companies are making slow progress in adopting ICT for their business, with a gap between large companies and SMEs. There is greater usage in the ICT and in the wholesale and retail sectors than elsewhere in the economy. Broadband access and websites are becoming standard, however eCommerce and the use of more sophisticated ICT tools for internal processes are less frequent in SMEs.

Key areas are framework conditions, specific support measures for SMEs and ICT practitioner skills: the EC has taken action to improve the framework conditions in the areas of interoperability and standards, trust and security, cloud technology, affordable broadband, and other. There are specific EC programs (*see* http://ec.europa.eu/enterprise/sectors/ict/ebsn/index_en.htm) in support of SMEs, which need to connect better for doing business with larger enterprises and integrate into global value chains in order to be competitive. To this end, smart use of information technology is essential. Access to skilled ICT practitioners is another major issue. There is a projected shortfall of up to 900,000 ICT professionals in Europe by 2015 and a decline in computing science graduates. To ameliorate the situation the Commission launched a multi-stakeholder partnership, the Grand Coalition for Digital Jobs so as to increase the overall supply of digitally skilled professionals and to better match supply and demand of digital skills.

C.2. Country-related presentations

National perspectives related to some of the issues of the eBusiness agenda were provided in the following presentations:

Prof. Nicola Costantino, Rector of Politecnico di Bari, spoke about *b2c eCommerce Practices*, which have a strong upward trend in differentiated ways, and performed a SWOT Analysis to show possible future developments. The differentiation seems to depend on age and clients' instruction levels, and connectivity, product features, and other parameters. In this regard Italy ranks in the middle of digitalized leaders and "traditional" countries. e-Commerce will change business practices in most market sectors by replacing "traditional" physical market models with virtual ones or supporting business with ICT virtual tools, particularly for Customer Relationship Management.

The Strength of b2c e-Commerce relates to scale effects: in a virtual store there are no space limits which helps optimise the cost of labour. On the other hand, the absence of a direct, material contact between the potential client and the offered goods is a Weakness particularly in fashion and handcrafted products, where the fitting and “touching” experience is critical. Furthermore, the delivering process is another bottleneck for physical products related to cost, time and the efficient logistical chain. Opportunities include an impressive global diffusion of Internet connections enlarging the potential markets and shrinking physical limitations. Threats related to difficulties in solving the weaknesses (physical contacts and logistic processes) and to the vulnerability of criminal behaviour. The reputation in a commercial relationship is also very important - in the early stages of e-Commerce it was, perhaps, the most important obstacle to large diffusion but nowadays there are excellent virtual substitutes of the traditional “word of mouth” for supporting the commercial reputation of a supplier.

Croatia joins the EU on 1 July 2013 and aspects of the country’s *eBusiness* readiness were analysed and assessed in comparison with EU member states by **Mr. Ranko Smokvina**, senior ICT consultant and CEN eInvoice Gateway Country Information Manager for Croatia. Two important eStrategies have expired - eBusiness strategy (2007-2010) and the eGovernment Strategy (2009-2012) – updated versions are in the pipeline. Another two strategies are under development - the ePublic procurement strategy for the period 2013-2016 and the eHealth strategy for the period 2014-2020. The main documents necessary to direct and guide development of eBusiness in Croatia are not yet incorporated into the national framework, or are outdated. The main objective to be achieved with eBusiness is cost reduction, which could reach up to 3% of GDP - a remarkable figure in a period of recession. Raising competitiveness, better eGovernment and automation of all administrative and business processes are other important objectives. eBusiness is important for Croatia’s competitiveness, which is struggling already six years in a state of recession. New initiatives are necessary, yet the Croatian government hesitates to push harder with eGovernment and eBusiness activities and does not fully account the current unfavourable economic situation.

Mr. Pavol Fric, vice-president of DITEC a.s., presented the objectives of the electronic execution of public authority in Slovakia and discussed the *Impact of the new Slovak eGovernment legislation on business entities*. Its principles and areas of coverage were described.

The law impacts business entities:

- All transactions could be executed in electronic form and business entities can perform all interaction with governmental bodies electronically
- Reduces administrative burdens for business entities – reducing paperwork (reference data) and confirmations
- Reduces costs – fees for electronic services are reduced and there is a reduction of communication costs.

Electronic delivery is automatically applicable to all business entities, which have to implement interfaces to their electronic mailbox and support such electronic delivery processes. The impact, however, is not entire as the electronic communication covers only interaction between business entities. Further legislative acts need to be implemented to codify electronic communication in

business processes vis-à-vis EU legislation and standardization.

The Albanian presentation, delivered by **Prof. Neki Frasheri**, Polytechnic University of Tirana, and co-authored by Prof. Jorgaq Kacani, Rector of the same University, and Prof. Gudar Beqiraj, President of the Academy of Sciences of Albania, provided an overview on processes and informatics education related to eBusiness in Albania.

There are some concrete signs for a real eCommerce system in Albania though difficulties prevail. The World Bank “Doing Business Reports” show a contradictory situation. A consequence of this situation is that education related to eBusiness remains fuelled by imported theoretical assumptions. The feedback from companies working in development and implementation of big projects is that they are not satisfied with the character of education given by universities, and that they would prefer an education focused on industrial issues instead of research. On the other hand legislation pushes universities more towards research as the only way for an academic career. Research itself is difficult because of very limited funding.

The Faculty of Economy of University of Tirana offers BSc, MSc and PhD in informatics applied in the economy. Their curricula include a strong component on economic disciplines. While many other universities offer informatics courses and diplomas, these are the only diplomas strictly oriented towards eBusiness. In parallel to universities, pure technical professional courses and exams are organized by different organizations for major businesses. Apparently, leading IT companies are forced to send young specialists from the university in these courses or to organize them to reshape their technical capacities matching the requirements of the company.

C.3. Reengineering the Enterprise: eBusiness in Companies

Disruptive B2B2C eBusiness Solutions on Next-Generation Mobile-empowered Business Webs was the title of the presentation of **Prof. Martin Przewloka**, Senior Vice President of SAP and worldwide responsible officer for the Global SAP Program of Mobile Empowerment. It focused on SAP’s introduction of the concept and vision of a Business Web to offer a real-time, trusted marketplace of services, accessible on any device to enterprises, governments, and citizens, and provided examples how a mobile-enabled Business Web allows seamlessly integrated information processing resulting into innovative and disruptive B2B2C business models.

SAP’s research and advanced development strategy was illustrated by concrete scenarios and cases to explain how SAP builds and delivers those sustainable solutions based on a cloud-based universal platform. Mobile solutions to empower businesses and consumers/citizens have to become more relevant to the users and to create additional value. The market winners will be those who provide innovative and disruptive solutions that deliver significantly more value to the users instead of just adopting existing scenarios and making them consumable on a mobile device. Mobiles will play one of the most important roles to mitigate or overcome challenges related to aging, urbanization and future energy supply, and to allow emerging countries to leapfrog steps on their social and economical development. Some concrete examples of SAP projects and prototypes were showcased to describe obstacles and lessons learned.

Mr. Massimo Bollati, ICT and Digital Director at TNT Post and CIO of TNT Post Italy Group, presented TNT Post as the first private postal operator in with 4,500 employees, over 15,000 clients and a coverage of 70% of Italian Families, which delivered in 2012 some 400 million letters and printed 450 million A4 sheets.

Thanks to the launch in 2007 of a patented system of delivery with geo-coding and satellite certification that gives the client complete control of the processes and a saving on the total cost of the shipment, TNT Post has successfully innovated the market and grown exponentially. It has changed the field of its activity in order to satisfy new clients' requests in business communication, taking advantage of the new technology environment and focusing on a role of unique interlocutor for any business client. Its services address business communication needs such as Analysis, Management, Optimization of the distribution plan, Document composition, Data processing, Printing, Labeling, Envelope stuffing, Database Management, Mail, Collection/pick up, Sorting, Transportation, Delivery, Document management, E-invoicing, Optical and Substitutive archive, PEC (Electronic Certified Mail), Hybrid Mail, Multi-channel Delivery, Management of the returns process. Digitalization of business communication and the growth of eCommerce in Italy pushed TNT Post to introduce new business lines and new digital services. Multi-channel and eBusiness management completed the company value chain.

Ms. Vilma Misiukoniene of INFOBALT Association of the Lithuanian ICT Industry presented the topic of *Intellectual Property Rights in eBusiness of Intangible Digital Goods* as it relates to recorded music and books. The EU digital market for recorded music seriously lags behind those of the US and Japan. One reason is that it is fragmented, the copyright legislation is outdated and legal barriers are the main obstacle to introducing new business models for cross-border digital distribution of music and videos. A similar situation exists in the publishing sector. While eBooks account for some 25% of book sales in the USA, digital publications in the EU are drastically below that mark. These are missed opportunities as the digital market provides significant potential for consumers, authors and creative industries.

C.4. Skills for eBusiness

Associate Prof. Denise Leahy of Trinity College Dublin and **Associate Prof. (retired) Dudley Dolan**, Chair of the CEN WS on ICT Skills, addressed "eLeadership" as a combination of business skills and technological knowledge required to take advantage of ICT, and outlined some of the requirements for eLeadership for competitiveness, innovation and growth in Europe, arguing that such capability and skill can come from all levels and all parts of the organization. eLeaders need to be comfortable with IT and systems and able to recognize where opportunities arise in big data, consumer attitudes, security, business value of the Cloud, social media, and other.

Mr. Roberto Bellini spoke on behalf of his co-authors, Messrs. Giulio Occhini and Paolo Schgor of AICA, and presented a *Digital Innovation Leader Profile* based on eBusiness and IT innovation competences for non-IT enterprises. This profile, grounded on such models and frameworks as the CNEL Model of competence and professionalism, e-CF - the European eCompetence Framework, EUCIP - the European Certification of Information Professionals, and other, suggests emerging

competences and profiles for the Digital Innovation Leader (DIL). **Prof. Giuseppe Mastronardi** of the Politecnico di Bari presented offerings on security issues and eBusiness skills.

Finally, **Mr. Felice Curcelli** presented LiberCloud.com and a new content authoring and publishing platform and a new, simplified approach for creating and delivering multimedia lessons and courseware in the classroom. The proposed solution leverages traditional methods of content management and collaboration with an emphasis on simplicity, as well as new innovative tools that give authors the ability to create interactive content. The gained flexibility allows for the adoption of alternative or multiple didactic methods. The solution is delivered as a platform for social networks of teachers and students.

D. The Bari Takeaway

The debated issues of the 7th WS on eBusiness boil down to “Go Digital” – the growing business milieu for physical, human, managerial and financial resources in doing competitive business.

The “Five Easy Pieces” of the Workshop debate could be summed-up as:

- The EU lags behind other world regions in eBusiness - efforts to catch-up are vital to sustain the EU’s competitiveness and socio-economic standards;
- There are eBusiness visionaries in Europe but EU’s political, legislative and economic hesitation and national fragmentation are barriers, which explain the current state of affairs;
- The eSkills gap hampers socio-economic development;
- SMEs in the Digital scenario need to be better appreciated and supported;
- DAE provides a strategic priority, as long as it is taken for real by the governing elites.

Along these lines, the participants adopted the conference Declaration (see p. 139)

E. Conference Documentation and Follow-up

Slide presentations, abstracts and other conference documentation are available at the WS website – www.itstar.org/ws7. The Declaration is also there and was distributed widely soon after the event.

The edited post-conference book is the organizers’ contribution to DAE.

Plamen Nedkov
Conference Moderator

PROGRAM



7th IT STAR Workshop on Electronic Business

Friday, 3 May 2013

Hotel Oriente, Corso Cavour 32, 70122 Bari

09.30 Opening and Setting the Scene

eBusiness Strategies to Face the EU Structural Crisis

Bruno Lamborghini, EITO Chairman and AICA Vice-President

Digital Business in Europe: Beyond eEverything

Alexander Riedl, EC DG CONNECT - Deputy Head of Unit Knowledge Base

10.45 Coffee break

11.00 Topic I. National Strategies and eBusiness

B2C e-Commerce Practices: A SWOT Analysis

Nicola Costantino, Rector, Politecnico di Bari

eBusiness in Croatia: A Critical Overview

Ranko Smokvina, Consultant and CEN CIM for Croatia

The Impact of the new Slovak eGovernment Legislation on Business Entities

Pavol Fric, Vice-President of DITEC a.s.

13.00 Lunch break

14.00 Topic II. Reengineering the Enterprise: eBusiness Strategies and Solutions

Disruptive B2B2C eBusiness Solutions on Next-generation Mobile-empowered Business Webs

Martin Przewloka, Senior Vice-President, SAP

From Postal Innovation to e-innovation

Massimo Bollati, IT, Facility & Security Director, TNT Post

Intellectual Property Rights in eBusiness of Intangible Digital Goods

Vilma Misiukoniene, INFOBALT Association

14.00 – 18.30 Poster Session (in parallel)

15.45 Coffee break

16.00 Topic III. Education and Skills

Eskills for eBusiness

Denise Leahy & Dudley Dolan, CEN WS on ICT Skills and Trinity College, Ireland

Teaching eBusiness in Albania

Gudar Beqiraj, Jorgaq Kacani & Neki Frasheri, Academy of Sciences of Albania and Polytechnic University of Tirana

eBusiness and IT Innovation Competences for NON-IT Enterprises

Roberto Bellini, Giulio Occhini & Paolo Schgör, AICA

Security Issues and eBusiness Skills

Giuseppe Mastronardi, Politecnico di Bari

LiberCloud: a tool for a rapid implementation of interactive multimedia contents in innovative training contexts for new skills

Felice Curcelli & Bianca Iafelice, KnowK Ltd.

18.00 Conference Statement and Wrap-up

1.3. Speakers and co-Authors



Bruno Lamborghini is Chairman of the European Information Technology Observatory (EITO), President of AICA and professor of Information Society at the Catholic University of Milan.

Alexander Riedl is Deputy Head of the Unit “Knowledge Base” in the European Commission’s Directorate-General Communications Networks, Content and Technology. At the Commission, he worked in the areas of competition enforcement and scientific advice to policy making before taking up his current job in 2012. One of his current projects is the Grand Coalition for Digital Jobs, a multi-stakeholder initiative to tackle the mismatch between supply and demand of jobs in Europe’s digital economy.



Nicola Costantino is Certified Cost Engineer ICEC and Fellow of the Royal Institution of Chartered Surveyors. He is full professor of Management and Economics in Politecnico di Bari, Italy, where he is serving as Rector from 2009. Author of more than 200 books and papers, his main research area is supply chain management, particularly in the construction industry.

Ranko Smokvina is senior ICT consultant at infoExpert, Rijeka, Croatia. He is active in the field of eBusiness since the introduction of EDI (Electronic Data Interchange). He was leader of the Croatian national eInvoicing project and is member of the CEN eInvoicing workshop and CEN Country Information Manager for Croatia. Ranko is member of the Croatian Multi Stakeholder Forum on eInvoicing and of the Croatian National Council for eBusiness.



Pavol Frič is vice-president of DITEC a.s. and member of the Slovak Society for Computer Science (SSCS).

Martin Przewloka serves as Senior Vice President at SAP and is world-wide responsible for the Global SAP Program of Mobile Empowerment. During his tenure with SAP, he held various management roles. Previously, he was the Senior Vice President of Showroom & Trial Solutions as part of SAP Marketing; responsible world-wide for all SAP demo and presentation solutions, infrastructures, and services. Formerly, Prof. Przewloka was responsible for several SAP industry



solutions as well as for SAP ERP, the SAP flagship product.



Massimo Bollati is ICT and Digital Director at TNT Post and from December 2012 the CIO of TNT Post Italy Group. His activities focus on IT and Digital products and new services, strategy M&A development and infrastructures evolution (cloud services, ERP, CRM, etc). In addition to his professional role he is member of several institutional associations including Council member of CIO AICA Forum, Vice President of ClubTI Milano and Board Member of CIO Academy of MIP Milan Politecnico.

Vilma Misiukonienė is EU affairs manager at INFOBALT and is responsible for EU policy related to ICT industry. She serves as INFOBALT liaison with national authorities and with DigitalEurope, the European Commission and other EU institutions. Vilma was a public advisor in the Information Society Committee at the Lithuanian Parliament.



Denise Leahy is Associate Professor at the Department of Computer Science, Trinity College Dublin, Ireland. Denise is a Fellow of the Irish Computer Society and her research interests are in the fields of Digital Literacy and Information Technology in Education.

Dudley Dolan is a retired Associate Professor from the Department of Computer Science, Trinity College Dublin. Dudley has been a Vice-President and Honorary Secretary of CEPIS, Trustee of IFIP and Managing Director of the ECDL Foundation. He is a Founder and Distinguished Fellow of the Irish Computer Society and is currently Chairman of the CEN Workshop on ICT Skills.



Gudar Beqiraj is President of the Academy of Sciences of Albania. His research activity includes development of different algorithms and programs in Algol, Pascal, Fortran applied in Albania in domains such as geology, geophysics, agriculture, medicine, and other.

Jorgaq Kacani is Academician (Full Member) of the Academy of Sciences of Albania and Rector of Polytechnic University of Tirana.





Neki Frasheri is Academician, Prof. Dr., Mathematician, researcher at the Center for R&D on IT and lecturer at the Faculty of Information Technology, Polytechnic University of Tirana.

Roberto Bellini is President of AICA's Milan Chapter and board member of AISM, the Association of Marketing Professionals. He is EUCIP Manager, Italy.



Paolo Schgör is ECDL and EUCIP Certification Manager at AICA.

Felice Curcelli is an IT Executive with a background in Enterprise Software. Expert in cloud computing, he is one of the pioneers of Software-as-a-Service platforms for having designed one of the first commercial Hybrid Multi-tenant Architectures in 2001. He recently co-founded LiberCloud.



1.4. Conference co-Chairs and Editors



Giulio Occhini is AICA's Chief Executive Officer. He has graduated in physics and has held various academic and industry research-oriented positions. He was President of CEPIS in the mid-90s during a period that was crucial for introducing the European Computer Driving Licence (ECDL) on a pan-European scale. Giulio has held leading positions in AICA including National President and Chairman of the Board. He served as IT STAR Coordinator for the period 2006-2010.

Giuseppe Mastronardi is full professor of Computer Science at the Politecnico di Bari and teaches Information Security and Medical Informatics. His interests include biometric techniques for personal identification, data-security by means of cryptography and data-hiding techniques, bio-informatics and soft-computing applications to pattern recognition (signals and images). He works in the field of personal identification by voice, by retinal fundus and especially by 3D scanning face, in cooperation with government organizations. Giuseppe is national Vice President of AICA and Chair of its Puglia section. He is the local organizer of the 7th IT STAR WS on Electronic Business II, on 3 May 2013 in Bari, Italy.



Plamen Nedkov served as the Moderator of the 7th IT STAR WS on eBusiness. He is chief executive of IT STAR and editor of the IT STAR Newsletter. His background is in international economics. Plamen was head of Department for International Organizations at the Bulgarian Academy of Sciences, executive director of IFIP, delegate to many sessions of UNESCO's General Conference and elected representative to the NGO-UNESCO Liaison Committee. He is member of the Steering committee of CEN's WS on ICT Skills.

7. Conference Declaration



7th IT STAR Workshop on Electronic Business, 3 May 2013, Bari, Italy

Whereas IT STAR recognizes the importance of exchanging experience, insights and practices in facilitating the use of information technology to the betterment of work and life, and facilitates the processes by organizing meetings of professionals,

We, the participants of the 7th IT STAR WS on eBusiness, have adopted the following

Declaration

1. The increasing relationship between investment in new digital technologies and economic development is evident and countries unable to take active part in the new digital scenario risk to be marginalized with increased unemployment and reduced competitiveness and quality of life.

The European Union faces such a risk if no adequate action is taken.

2. The road to follow is to apply digital technologies and eBusiness diffusion to renew Europe across all its states, citizens, education systems, public and private institutions and enterprises, and to develop the capacity to constantly adapt to change at a speed imposed by technological development and global competition.

3. Wide diffusion of eBusiness, driven by new digital technologies and applications such as Cloud applications, Big Data, Analytics Intelligence, Application Data-warehousing, and advanced Security, would assist Europe in facing the dramatic structural crisis and in boosting its economy.

4. The European Digital Agenda provides a useful frame as long as it is considered as the strategic priority. eBusiness is part of a common European language in changing old models and in building a real European federation, in which more focus and investment is given to “human infrastructures”, new cultural attitudes, new business models, and new open innovation approaches.

5. There are good examples in CEE countries that can contribute to this process. IT STAR’s member societies, as leading national professional informatics associations, have a major role in interacting and harmonizing efforts towards our common European project.

6. We consider this event an opportunity to contribute our insights, knowledge, experience and expertise to bring to the attention of those who have duty, responsibility and power to adopt adequate measures to deploy digital technologies for the prosperity of Europe.

This volume contains the revised and edited proceedings of the 7th IT STAR Workshop on Electronic Business, held on 3 May 2013 in Bari, Italy.

It highlights the findings of a debate involving representatives of academia, business, public governance and professional organizations by investigating eBusiness practices and skills on national and pan-European levels. Issues of common interest and concern are identified.

The publication is intended to facilitate further research and policy-making within the IT STAR region and the European Union.

