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香港大學商學院
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Research Seminar Series in Information Systems

Spring 2006

- Speaker:** Dr. Benjamin Yen
Associate Professor (Information Systems)
School of Business
The University of Hong Kong
- Topics:** The Design and Evaluation of Accessibility on Web Navigation
- Date:** Thursday, 2 March 2006
- Time:** 10:30 a.m. - 12:30 p.m.
- Venue:** Room 602, Meng Wah Complex, HKU

All Are Welcome !!!

Abstract

The Internet has been deployed to maintain and enhance the business competitiveness in a trend of emerging Web technology and rapidly growing demand for e-commerce. One of the most critical factors of success in e-commerce is providing highly efficient and effective information retrieval

on company Web sites, which is heavily influenced by the site structure and page organization. In order to keep the balance between the easiness of page access and the popularity of page, the Web design guideline is required to take into account both accessibility and popularity of pages.

Having observed the lack of measures to reflect this important factor, this paper focuses on the accessibility to measure and improve the quality of information retrieval. The accessibility of the Web pages is modeled as graph traversal problems. Four exemplary accessibility models for Web sites are introduced. A case study is carried out to demonstrate the application of accessibility model that discovers the potential problems and improves the page and link structures. An evaluation for complexity and applicability is done on the four models to summarize the conditions applicable for each model. A guideline based on accessibility-popularity (A-P) plot is proposed for evaluation and improvement of Web design.

Short Bio of the Speaker

Dr. Yen received his BS degree from National Chiao Tung University, Taiwan, and MS / MPhil / Ph.D. degrees from Columbia University, U.S.A. Prior to joining School of Business at The University of Hong Kong, he was associated with Department of Industrial Engineering and Engineering Management at Hong Kong University of Science and Technology (HKUST). Dr. Yen has collaborated with international companies in the U.S. and Asia, such as Siemens, Bell Labs, Philips Labs, Paragon Management Systems, Daran Eastman, etc. His research interests include information technology in supply chain management, electronic catalogs, Web information retrieval, and scheduling theory/systems/applications.

Schedule of the Research Seminar Series in Information Systems

Meeting	Date	Speaker and Tentative Topic(s)
1.	9 Feb (Thursday)	Professor Guy Gable, Queensland University of Technology, Australia “Measuring Enterprise Systems Success: The ES-Success Model” and “AIS-in-PAR - The State of the IS Academic Discipline in Pacific Asia”
2.	16 Feb (Thursday)	Professor Doug Vogel, CityU “Knowledge Management” and “Surviving and Thriving as an IS Professional”
3.	24 Feb (Friday)	Dr. Xinping Shi, HKBU “Research on IT/IS Adoption in Organizations: Past Work and Future Direction”
4.	2 March (Thursday)	Dr. Benjamin Yen, HKU “The Design and Evaluation of Accessibility for Web Navigation”
5.	9 March (Thursday)	Professor Waiman Cheung, CUHK “Third-party E-service for a Fourth-party Logistics Platform”
6.	23 March (Thursday)	Professor Paul Forster, HKUST TBC
7.	30 March (Thursday)	Professor T.P. Liang, CUHK and National Sun Yat-sen University, Taiwan “Research Issues in Customer-centric Information Systems”
8.	6 April (Thursday)	Dr. Eric Ngai, PolyU TBC
9.	13 April (Thursday)	Dr. Ron Kwok, CityU “Improving Knowledge Creation in Virtual Team: A Laboratory Study on Leadership Style and Group Reward”
10.	20 April (Thursday)	Professor Kar Yan Tam, HKUST “Web Personalization and Consumer Decision Making”

***All seminars will be held at Room 602, Meng Wah Complex, HKU
starting either 9:30 am or 10 am.***