

電子商務安全

Secure Electronic Commerce

992SEC01

TGMXM0A

五 6,7,8 13:10-16:00 L526

淡江大學 資訊管理學系

Dept. of Information Management, Tamkang University

專任助理教授
Assistant Professor

戴敏育

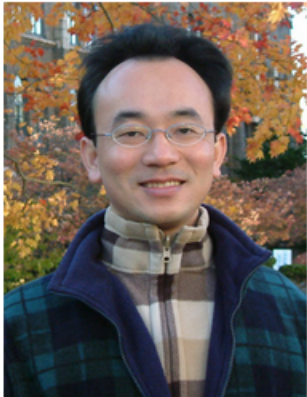
Min-Yuh Day

<http://mail.im.tku.edu.tw/~myday/>

2011-02-18

Min-Yuh Day x +

← → ↻ ⌂ mail.im.tku.edu.tw/~myday/index.htm ☆



Min-Yuh Day

Assistant Professor
[Department of Information Management, Tamkang University](#)

Tel: 886-2-26215656 ext. 2347
Fax: 886-2-26209737
Office: I716, Chueh-sheng Memorial Hall
Address: No.151, Yingzhuang Rd., Danshui Dist., New Taipei City 25137, Taiwan (R.O.C.)
Email: myday@mail.im.tku.edu.tw
Web: <http://mail.im.tku.edu.tw/~myday/>

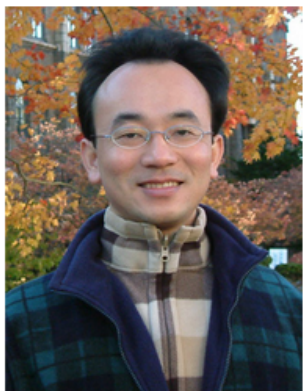
[[Vita](#) | [Education](#) | [Research](#) | [Publications](#) | [Teaching](#) | [Professional Activities](#)] [[中文版](#)]

Vita:

Dr. Min-Yuh Day is an Assistant Professor in the Department of Information Management at Tamkang University, Taiwan. Prior to joining the faculty at TKU in 2011, he was a Postdoctoral Fellow in the [Intelligent Agent Systems Lab, Institute of Information Science, Academia Sinica](#), Taiwan. He received the Ph.D. degree from the [Department of Information Management](#) at [National Taiwan University](#), Taiwan. He received his MBA in Management Information System from [Tamkang University](#), Taiwan. His current research interests include Knowledge Management, Electronic Commerce, Information Systems Evaluation, Social Media Service, Question Answering Systems, Data Mining and Text Mining. He has published papers in *Information & Management*, *Decision Support Systems*, *Integrated Computer-Aided Engineering*, *ACM Transactions on Asian Language Information Processing*, and a number of international conference proceedings.

Education:

- Ph.D. Department of Information Management, National Taiwan University, 2001-2010
Dissertation: A Study of Evaluation Model of User Satisfaction with Social Network Services
Advisor: Dr. Chorng-Shyong Ong
- M.B.A. Department of Information Management, Tamkang University, 1993-1995
Thesis: Research of Applying Genetic Algorithms to Fuzzy Forecasting - Focus on Sales Forecasting



戴敏育 博士 (Min-Yuh Day, Ph.D.)

專任助理教授
淡江大學 資訊管理學系

電話：02-26215656 #2347
傳真：02-26209737
研究室：I716 (覺生綜合大樓) [\[Office Hour\]](#)
地址：25137 新北市淡水區英專路151號
Email：myday@mail.im.tku.edu.tw
網址：<http://mail.im.tku.edu.tw/~myday/>

[\[簡介\]](#) [\[教育\]](#) [\[研究\]](#) [\[論文發表\]](#) [\[教學\]](#) [\[學術活動\]](#) [\[English Version\]](#)

簡介 (Vita):

戴敏育博士目前是淡江大學資管系專任助理教授。他於2011年加入淡江大學專任教師之前，曾任職於中央研究院資訊科學研究所智慧型代理人系統實驗室博士後研究員。他於2010年取得國立台灣大學資訊管理博士學位，他在淡江大學資訊管理學系取得碩士學位。他目前的研究興趣包括知識管理 (Knowledge Management)、電子商務 (Electronic Commerce)、資訊系統評量 (Information Systems Evaluation)、社會媒體服務 (Social Media Service)、問答系統 (Question Answering Systems)、資料與文字探勘 (Data Mining and Text Mining)、生物醫學資訊 (Biomedical Informatics)。他的學術研究論文已發表在Information & Management, Decision Support Systems, Integrated Computer-Aided Engineering, ACM Transactions on Asian Language Information Processing等國際期刊和許多國際研討會論文集。

教育 (Education):

- 博士 國立台灣大學資訊管理研究所 (2001-2010)
博士論文：社交網路服務使用者滿意度評量模式之研究
- 碩士 淡江大學資訊管理研究所 (1993-1995)
碩士論文：應用遺傳演算法發展模糊預測之研究－以銷售預測為例
- 學士 淡江大學資訊管理學系 (1989-1993)

淡江大學99學年度第2學期

課程教學計畫表

- 課程名稱：電子商務安全
(Secure Electronic Commerce)
- 授課教師：戴敏育 (Min-Yuh Day)
- 開課系級：管共同科一碩 A (TGMXM0A)
- 開課資料：選修 單學期 3 學分
- 上課時間：週五 6,7,8 (Fri 13:10-16:00)
- 上課教室：L526

課程簡介

- 本課程介紹電子商務基本概念及進階電子商務安全技術、數位金錢、電子付款系統
- 課程內容包括
 - － 電子商務商業模式、策略發展、網路行銷、
 - － 數位憑證、身分識別、隱私保護、
 - － 交易安全、營運安全

Course Introduction

- This course introduces the fundamental concepts of electronic commerce and advanced technologies for secure electronic commerce, digital money, and electronic payment systems.
- Topics include
 - electronic commerce business models, strategy development, e-marketing,
 - digital certificates, authentication, privacy protection,
 - transaction security, and operation security.

課程目標

- 瞭解及應用電子商務基本概念
- 瞭解及應用進階電子商務安全技術

授課進度表

週次	月／日	內容 (Subject/Topics)
1	100/02/18	電子商務安全課程簡介
2	100/02/25	電子商務概論
3	100/03/04	電子市集
4	100/03/11	電子商務環境下之零售：產品與服務
5	100/03/18	網路消費者行為、市場研究與廣告
6	100/03/25	電子商務B2B、B2C、C2C
7	100/04/01	Web 2.0, Social Network, Social Media
8	100/04/08	教學行政觀摩日
9	100/04/15	行動運算與行動商務
10	100/04/22	期中考試週

授課進度表(續)

週次月／日	內容 (Subject/Topics)
11 100/04/29	電子商務安全
12 100/05/06	數位憑證
13 100/05/13	網路與網站安全
14 100/05/20	交易安全、系統安全、IC卡安全、電子付款
15 100/05/27	行動商務安全
16 100/06/03	電子金融安全控管機制
17 100/06/10	營運安全管理
18 100/06/17	期末考試週

教材課本

1. 教育部顧問室編輯 “電子商務安全” 教材
 2. Introduction to Electronic Commerce,
Third Edition, Turban et al., 2010, Pearson
- 參考書籍
 - 電子商務概論，2010，二版，
張瑞芬譯，華泰。

學期成績計算方式

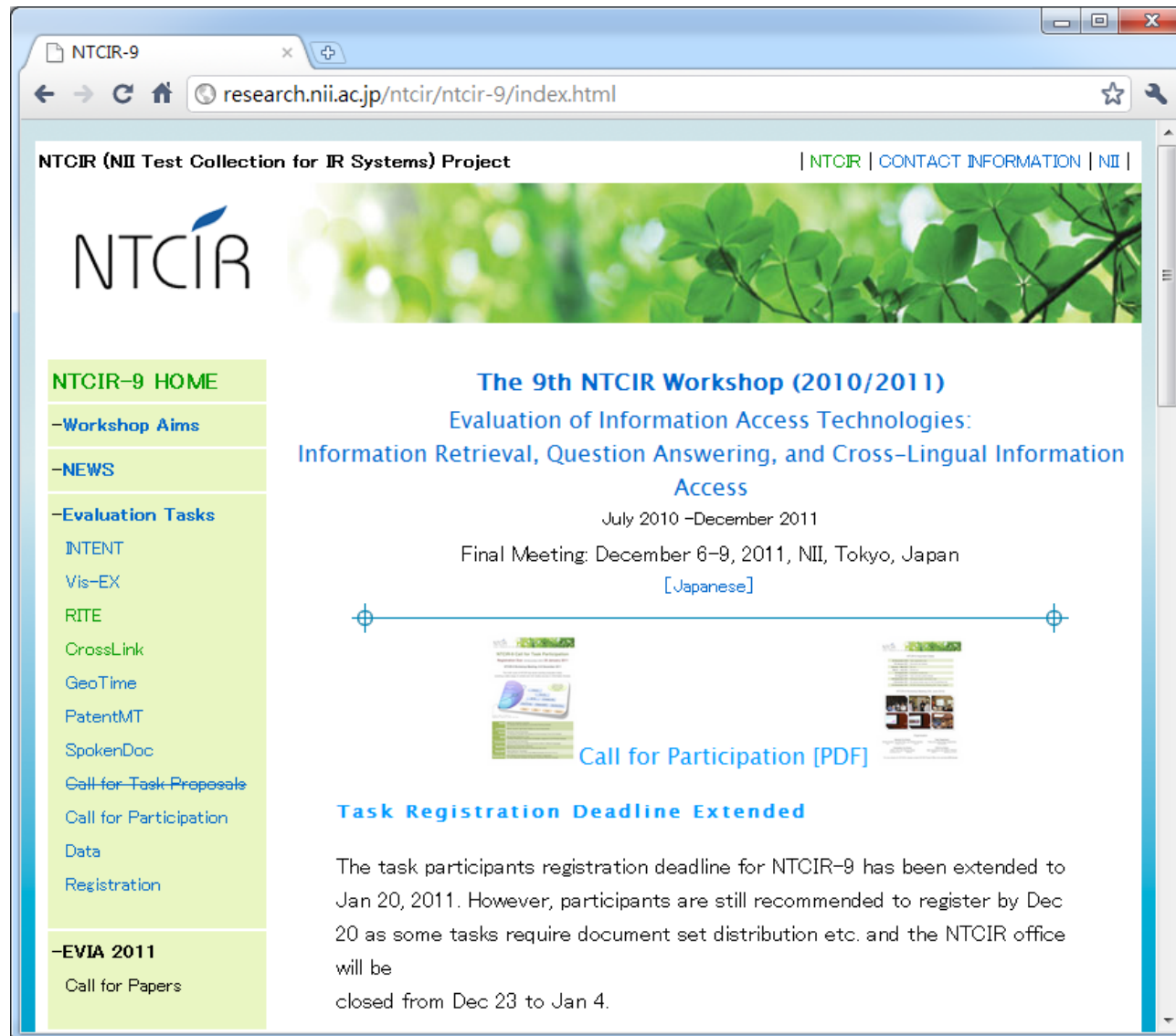
- 作業成績：50.0 % (6篇作業)
- 其他(課堂參與與討論表現)：50.0 %

Term Project

- 參與 NTCIR 國際競賽
 - NTCIR (NII Test Collection for IR Systems) Project
 - NTCIR -9 (July 2010 -December 2011)
 - December 6-9, 2011, NII, Tokyo, Japan
 - NTCIR-9 RITE
 - Recognizing Inference in TExt @NTCIR9
 - http://artigas.lti.cs.cmu.edu/rite/Main_Page
 - NTCIR-9 CrossLink
 - CrossLingual Link Discovery Task
 - <http://ntcir.nii.ac.jp/CrossLink/>
- Open Topic Project
 - Topics related to Secure Electronic Commerce

NTCIR Project

(NII Test Collection for IR Systems)

A screenshot of a web browser displaying the NTCIR-9 website. The browser's address bar shows the URL 'research.nii.ac.jp/ntcir/ntcir-9/index.html'. The website has a light blue header with the NTCIR logo and navigation links. A green sidebar on the left contains a menu with categories like 'HOME', 'Workshop Aims', 'NEWS', 'Evaluation Tasks', and 'EVIA 2011'. The main content area features a large green banner image, followed by text about the 9th NTCIR Workshop, evaluation tasks, and a call for participation. A timeline graphic shows the workshop dates from July 2010 to December 2011. Below this, there's a section about task registration deadline extension.

NTCIR-9

research.nii.ac.jp/ntcir/ntcir-9/index.html

NTCIR (NII Test Collection for IR Systems) Project

NTCIR | CONTACT INFORMATION | NII

NTCIR

NTCIR-9 HOME

- Workshop Aims
- NEWS
- Evaluation Tasks
 - INTENT
 - Vis-EX
 - RITE
 - CrossLink
 - GeoTime
 - PatentMT
 - SpokenDoc
 - Call for Task Proposals
 - Call for Participation
 - Data
 - Registration
- EVIA 2011
 - Call for Papers

The 9th NTCIR Workshop (2010/2011)

Evaluation of Information Access Technologies:
Information Retrieval, Question Answering, and Cross-Lingual Information Access

July 2010 - December 2011

Final Meeting: December 6-9, 2011, NII, Tokyo, Japan
[Japanese]

Call for Participation [PDF]

Task Registration Deadline Extended

The task participants registration deadline for NTCIR-9 has been extended to Jan 20, 2011. However, participants are still recommended to register by Dec 20 as some tasks require document set distribution etc. and the NTCIR office will be closed from Dec 23 to Jan 4.

NTCIR-9 RITE

Recognizing Inference in TExt @NTCIR9

The screenshot shows a web browser window with the address bar displaying `artigas.lti.cs.cmu.edu/rite/Main_Page`. The page has a blue header with the RITE logo on the left, which reads "RITE Recognizing Inference in TExt@NTCIR9". Below the logo is a menu in English and Japanese. The main content area has a "Page" tab set to "Discussion" and a "Read" section with links for "View source" and "View history". A red-bordered box contains the text: "We have 30 participating teams. If you have registered but haven't received a participant mailing list message yet, let us know ASAP!". Below this is the "Overview" section, which describes RITE as a benchmark task for evaluating systems that detect entailment, paraphrase, and contradiction in Japanese, Simplified Chinese, or Traditional Chinese. It lists three subtasks: Binary-class (BC), Multi-class (MC), and RITE4QA. Examples of text pairs are provided for the BC subtask. The "Who should participate?" section mentions that RITE is a generic task for various research areas and that researchers in NLP and Machine Learning are welcome. The "Task Design" section mentions a draft page for more details. The left sidebar contains a menu in English (Main page, Task Design, Sample Data, Resource Pool, Detailed Schedule) and Japanese (メニュー, メインページ, タスクデザイン, サンプルデータ, リソース, 詳細スケジュール), as well as a table of contents in Chinese (目次).

Menu (English)

- Main page
- Task Design
- Sample Data
- Resource Pool
- Detailed Schedule

メニュー (日本語)

- メインページ
- タスクデザイン
- サンプルデータ
- リソース
- 詳細スケジュール

目次 (繁體中文)

- 首頁
- 任務設計
- 樣本資料(數據)
- 資源
- 詳細時間表

Navigation

Page **Discussion** Read [View source](#) [View history](#)

We have 30 participating teams. If you have registered but haven't received a participant mailing list message yet, let us know ASAP!

Overview

RITE is a benchmark task for evaluating systems which automatically detect entailment, paraphrase, and contradiction in texts written in Japanese, Simplified Chinese, or Traditional Chinese. There are three task settings in RITE. In all subtasks, a system input is two texts and an output is one of two or five labels:

- **Binary-class (BC) subtask** - Given a text pair (t_1, t_2) identify whether t_1 entails (infers) a hypothesis t_2 or not.
- **Multi-class (MC) subtask** - 5-way labeling task to detect (forward / reverse / bidirection) entailment or no entailment (contradiction / independence) in a text pair.
- **RITE4QA subtask** - Same as the binary-class subtask in terms of input and output, but as an embedded answer validation component in Question Answering system. This way, the impact of RITE to an overall end-to-end application can be measured.

For instance, in the BC subtask, an input text pair would be something like the following:

t_1 : Yasunari Kawabata won the Nobel Prize in Literature for his novel "Snow Country"

t_2 : Yasunari Kawabata is the writer of "Snow Country"

(You can find more examples in the [Sample Data](#) page.)

Who should participate?

RITE is a generic task that addresses major Text Understanding needs in various research areas e.g. Information Retrieval, Question Answering, Text Summarization, Opinion Analysis. Researchers in Natural Language Processing, Machine Learning community are also very welcome. Since RITE is a friendly evaluation effort, do not hesitate to try ambitious/exploratory approaches that do not necessarily work. A uniqueness in your method would also be a big contribution to the community. Don't worry about the lack of language resource/tool to participate. We will build the [Resource Pool](#) on this wiki, so that useful resources can be shared among participants, and they can be used to build a system for the formal evaluation.

Task Design

[Task Design Draft](#) page contains more details of the task under draft.

[Sample Data](#)

NTCIR-9 CrossLink

CrossLingual Link Discovery Task

The screenshot shows a web browser window with the address bar displaying ntcir.nii.ac.jp/CrossLink/. The page features a green-themed header with the NTCIR logo and navigation links: NTCIR HOME, NTCIR-9, NTCIR CMS HOME, NTCIR Organizers, Data, Important Dates, and a Search button. A left sidebar contains a menu with links to Submission, Evaluation, Forum, NTCIR-9Tasks:PatentMT, Data, Proceedings, Papers on NTCIR/using NTCIR, NTCIR Blog, Album, Your Voice, Past Workshop, and Calendar. The main content area is titled "CrossLingual Link Discovery Task" with a last update date of 02 Feb 2011. It includes a "ChangLog" section listing updates from February 2011, such as the release of crosslink training topics, validation tools, and Wikipedia CJK XML collections. Below this is a "1. Introduction" section explaining the Cross-lingual link discovery (CLLD) task, its relation to traditional CLIR, and its goal of breaking the language barrier in knowledge sharing. A paragraph describes how Wikipedia's multilingual nature and internal links facilitate this discovery. At the bottom of the sidebar, there is a calendar for February 2011.

NTCIR-9Tasks:CrossLink

Submission

Evaluation

Forum

NTCIR-9Tasks:PatentMT

Data

Proceedings

Papers on NTCIR/using NTCIR

NTCIR Blog

Album

Your Voice

Past Workshop

Calendar

2011

Feb

S M T W T F S

CrossLingual Link Discovery Task

Last Update: 02 Feb 2011

ChangLog:

- 02/02/2011 Crosslink training topics released
- 31/01/2011 Crosslink validation tool released
- 11/01/2011 Wikipedia CJK XML collections released

1. Introduction

Cross-lingual link discovery (CLLD) is a way of automatically finding potential links between documents in different languages. It is not directly related to traditional cross-lingual information retrieval (CLIR) because CLIR can be viewed as a process of creating a virtual link between the provided cross-lingual query and the retrieved documents; but CLLD actively recommends a set of meaningful anchors in the source document and uses them as queries with the contextual information from the text to establish links with documents in other languages.

Wikipedia is an online multilingual encyclopaedia that contains a very large numbers of articles covering most written languages and so it includes extensive hypertext links between documents of same language for easy reading and referencing. However, the pages in different languages are rarely linked except for the cross-lingual link between pages about the same subject. This could pose serious difficulties to users who try to seek information or knowledge from different lingual sources. Therefore, cross-lingual link discovery tries to break the language barrier in knowledge sharing. With CLLD users are able to discover documents in languages which they either are familiar with, or which have a richer set of documents than in their language of choice.

Contact Information

戴敏育 博士 (Min-Yuh Day, Ph.D.)

專任助理教授

淡江大學 資訊管理學系

電話：02-26215656 #2347

傳真：02-26209737

研究室：I716 (覺生綜合大樓) [[Office Hour](#)]

地址：25137 新北市淡水區英專路151號

Email：myday@mail.im.tku.edu.tw

網址：<http://mail.im.tku.edu.tw/~myday/>