

Welcome to ICEB 2023 - The 23rd Conference (ISSN: 1683-0040 EI-Compendex/Scopus indexed since 2005)

The 23rd International Conference on Electronic Business

Theme: "AI and Precision Analytics in Financial and Medical Services"

October 19-23, 2023, Thursday to Monday

Paper submission is due on **SEP 1, 2023**

<https://iceb2023.johogo.com/>



The International Conference on Electronic Business (ICEB) is an affiliated conference of Association of Information Systems. It brings together leading Electronic Business scholars in Asia and around the world. The conference is held under the supervision of The International Consortium for Electronic Business (<http://icebnet.org/>) editorial board and is the top academic Electronic Business conference in the world. It brings together top researchers in Electronic Business field and related areas within Asia and around the world to present cutting-edge research and exchange intellectual ideas.

The 23rd International Conference on Electronic Business will be hosted by the [College of Management, National Chung Cheng University \(CCU\), Chiayi, Taiwan](#) jointly with the support of [Faculty of Business and Economics, University of Hong Kong \(HKU\), S.A.R. China](#) and co-sponsored by the [International Consortium for Electronic Business](#), [Journal of Business and Management](#), and [International Journal of Electronic Business](#).

The Conference will be held physically by CCU on October 19-23, 2023, Friday to Tuesday. If the participants cannot attend the conference physically, they can join the meetings via WEBEX software provided by HKU. The theme of this year's conference is "**AI and Precision Analytics in Financial and Medical Services**". [Keynote speeches](#) are confirmed by 7 outstanding scholars and/or journal editors.

Over the past two decades, the field of e-commerce has embraced business analytics and big data analytics. Today we have entered the era of precision analytics. With the help of information and communication technologies such as 5G, blockchain, artificial intelligence, and data analytics, fields such as precision marketing, precision medicine, and precision finance continue to rise. Precision Analytics (<https://www.precision-analytics.ca>) are working in finance, corporate, healthcare, medicine, technology, sports, entertainment, breaking new ground in nonprofits, public health, drug discovery, epidemiology, and more. With the rapid development of science and technology, precision analytics will create more enterprise service value and provide people with a better quality of life. Such technological changes will significantly impact the development of modern business models and practices. The purpose of this conference is to provide a forum for scholars and experts to discuss the theory and technology of precision analytics, and to give suggestions for the direction of future research and application. The topics of interest include, but are not limited to:

- AI and its applications
- Big data analytics and precision analytics
- Blockchain and FinTech
- Collaborative commerce and sharing economy
- COVID pandemic e-business issues
- Cross-border e-commerce
- Digital marketing and consumer behavior
- Digital transformations in enterprises
- E-business cultural and social issues
- E-business education and e-learning
- E-business strategies and models
- E-entrepreneurship and innovations
- E-healthcare and gerontechnology
- E-logistics and Supply chain management
- IT ethics and data governance
- Knowledge management and sharing
- New technology adoption and diffusion
- Security and privacy issues
- Smart cities and Internet of Things
- Smart homes and smart technologies
- Social media and social computing
- Supply chain management and e-logistics
- Virtual communities and social commerce
- Web mining and recommendation systems
- Other related issues

We are pleased to invite all non-author scholars to join the conference as Off-site Guests, after paying the ICEB membership fees, to attend all conference sessions via WEBEX software FREE OF CHARGES.

EasyChair online submission is at <https://easychair.org/conferences/?conf=iceb2023>

Please check the [Important Dates](#) on the website at http://iceb2023.johogo.com/important_dates.php.