



# The Twenty-Third International Conference on Electronic Business Program Book

ICEB'23

Chiayi, Taiwan

19-23 October 2023

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# Welcome Message

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Welcome to the 23<sup>rd</sup> International Conference on Electronic Business (ICEB 2023). The conference this year is held virtually by the University of Hong Kong Business School and physically by the National Chung Cheng University Management College in Chiayi, Taiwan. The conference theme is “AI and Precision Analytics in Financial and Medical Services”. We received 115 submissions, and 96 papers were accepted into the final program, which consisted of 24 sessions. The topic areas of the papers in this conference included AI and its applications, big data analytics and precision analytics, blockchain and FinTech, digital marketing and consumer behavior, digital transformations in enterprises, e-business models and issues, e-business education and e-learning, e-business strategies and models, e-healthcare and gerontechnology, IT ethics and data governance, new technology adoption and diffusion, social media and social computing, supply chain management and e-logistics, and other interdisciplinary issues.



At the conference, we scheduled seven keynote speakers, breaking the world record for academic conferences. The speakers include (in the appearance sequence): Prof. H. Kenny Cheng, a Senior Editor of *Information Systems Research*; Prof. Guy Gable, the Co-Chief Editor Emeritus of *The Journal of Strategic Information Systems*; Prof. Patrick Chau, a former Chief Editor of *Information and Management*; Galit Shmueli, the Chief Editor of *INFORMS Journal on Data Science*; Prof. Matthieu Guitton, the Chief Editor of *Computers in Human Behavior*; Prof. Chris Westland, the Chief Editor of *Electronic Commerce Research*; and Prof. Robert M. Davison, the Chief Editor of *Information Systems Journal*. Authors of full papers in this conference are welcome to submit their papers to these journals for publication. Because the threat of the COVID-19 pandemic persists and the constraints of travel time and budget, only three speakers (Kenny, Patrick, and Galit) deliver their speeches on-site. All keynote speeches and presentations are delivered with ZOOM software in two virtual meeting rooms, despite many being on-site with the audience. This year's speeches are scheduled in two mornings and one evening, considering the time zone differences between the speakers in Australia, Canada, Chicago, China, Hong Kong, and Taiwan. Presentations are also scheduled so authors from other continents can attend the meetings between 8:20 AM and 6:00 PM in Hong Kong Time.



The annual conference of ICEB is an excellent opportunity for the scholars like you and me to share research ideas and get informed about the latest development in the fields. In addition, we could meet leading scholars from around the world to establish a research network and engage in future

collaborations. In this conference, there are 89 registered scholars from 19 countries or regions, including Australia, Austria, Belgium, China, Finland, Hong Kong, Hungary, India, Indonesia, Japan, New Zealand, Saudi Arabia, Singapore, South Korea, Taiwan, Thailand, Russia, United Kingdom, United States and others. This year, the Best Paper Award Committee of 7 members selected one best paper and 7 outstanding papers to receive the awards. The authors of these papers are invited to present their papers in the TWAIS 2023 Pre-ICEB-Conference Workshop. This workshop is a ground-breaking joint effort of the ICEB and the Taiwan Association for Information Systems (TWAIS). The workshop details are available on the conference website.

Finally, on behalf of the entire Conference Committee, we thank you for participating in ICEB 2023 hybrid conference. Without your presence, the conference could not be successful. We also thank all the speakers, presenters, reviewers, program committee members, the Best Paper Award committee members, and session chairs who have contributed their time and effort to this conference. Furthermore, special thanks go to Prof. Benjamin Yen and his conference team from the University of Hong Kong, who provided the administrative and technical support to execute the ZOOM conference events tirelessly and flawlessly. Also, we thank Ms. Yunu Chen of Plum Season Co. Ltd. for helping our home office set up and manage the payment gateway effectively. Finally, we thank you all for preparing and sharing your research findings in the sessions and look forward to seeing you again in ICEB 2024 in Zhuhai, Guangdong, China hosted by the United International College (UIC) of Beijing Normal University-Hong Kong Baptist University.

Sincerely yours,

*Eldon Y. Li*

Eldon Y. Li  
ICEB Honorary President  
Chair Professor  
National Chung Cheng University, Chiayi, Taiwan

*She-I Chang*

She-I Chang  
ICEB 2023 Conference Co-Chair  
Professor and Dean of Management College  
National Chung Cheng University, Chiayi, Taiwan

*Benjamin Yen*

Benjamin Yen  
ICEB 2023 Program Co-Chair  
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The University of Hong Kong, S.A.R., China

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## Keynote I\*

H. Kenny Cheng, Ph.D.

Chair of Information Systems and Operations Management Department, University of  
Florida, USA

Senior Editor, *Information Systems Research (SSCI-Q1)*

**Title: "The rise of empirical online platform research in the new millennium"**

**Time: 10/20 Friday 8:20-9:20am**

### Abstract:

Online platforms have emerged as a dominant business model in numerous industries in the new millennium. In light of the substantial and burgeoning body of empirical platform research, this article synthesizes extant studies and identifies the evolution of underlying research methodologies and topics. Building upon a database of 860 empirical online platform papers in premier journals during the first two decades of the new millennium, this article presents a categorization framework based on the online platform type (including search platforms, e-commerce platforms, online communities, and mobile platforms) and research perspective (including platform participants, platform orchestrators, and platform ecosystems). We provide a critical review of noteworthy trends and highlight directions for future research in each category of the proposed framework. Finally, a comprehensive bibliometric analysis is conducted to visualize and track scholarship in empirical online platform research.



### Biographical notes:

Kenny Cheng is John B Higdon Eminent Scholar at the Warrington College of Business, University of Florida, USA. Professor Cheng currently teaches information technology strategy, electronic commerce and supply chain management, and object oriented analysis and design. His research interests focus on analyzing the impact of Internet technology on software development and marketing, and information systems policy issues, in particular, the national debate on network neutrality. Prior to joining UF, he served on the faculty at The College of William and Mary from 1992 to 1998.

For more information: <https://warrington.ufl.edu/directory/person/5349/>

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\* Sponsored by the College of Management and the Global Electronic Business Research Center at National Chung Cheng University, Chiayi, Taiwan, R.O.C.

## Keynote II\*

Guy Gable, Ph.D.

Professor, School of Information Systems

Queensland University of Technology (QUT), Australia.

Co-Editor-in-Chief Emeritus, *The Journal of Strategic Information Systems (SSCI-Q1)*

*Title: "Information systems research strategy"*

Time: 10/20 Friday 9:50-10:50am

### Abstract:

This presentation has two aligned aims: (i) to espouse the value of a strategic research orientation for the Information Systems Discipline; and (ii) to facilitate such a strategic orientation by recognising the value of programmatic research and promoting the publication of such work. It commences from the viewpoint that Information Systems (IS) research benefits from being strategic at every level, from: individual researcher, to research program, to research discipline, and beyond. It particularly advocates for more coordinated programs of research emphasising real-world impact, while recognising that vibrant, individual-driven, and small-team research within broad areas of promise, is expected to continue forming the core of the IS research ecosystem. Thus, the overarching aim is the amplification of strategic thinking in IS research, with emphasis on research programs as a main strategic lever.



### Biographical notes:

Guy G. Gable (Ph.D. Bradford, MBA Ivey, B. Comm. Alberta) is Professor, School of Information Systems, Queensland University of Technology (QUT), Australia. A charter member of The Journal of Strategic Information Systems (JSIS) Editorial Board, he served as the JSIS Editor-in-Chief during 2019-2022. As a Fellow of the Association for Information Systems (AIS) since 2016 (<https://aisnet.org/>) and member of the AIS College of Senior Scholars (<https://aisnet.org/page/SeniorScholars>), he coordinates engagement with the Information Systems (IS) academic discipline. A fervent proponent of IS doctoral consortia, 2015 he led the CAIS report "The Role of the Doctoral Consortium" which represents doctoral consortia as unique to IS – a signature pedagogy. He's been instrumental in growing IS research capacity in Pacific-Asia, having supervised over 30 PhDs now pursuing successful academic careers in Australia, Singapore, Taiwan, Malaysia, Kuwait, Saudi Arabia and China (and USA), including two ACPHIS Thesis Medallists. Amongst the most successful IS Australian Academics with ARC grant scheme, he's attracted several million \$AUD. He's championed IS/AIS in Pacific-Asia, originated the Asia Pacific Directory of IS (merged with other world directories as AIS Faculty Directory), brought the 3rd PACIS to QUT, and initiated the 1st PACIS doctoral consortium. A Charter Member, he's held a range of AIS roles. He's served on boards of MISQ, JAIS, EJIS and others. He led the 2003-2006 AIS sponsored study "The Information Systems Academic Discipline in Pacific Asia" (special issue CAIS'07), that spawned a book "The Information Systems Academic Discipline in Australia" (ANUePress'08). 2013 he



received the 1st “PACIS Plaque of Appreciation” for lifetime contribution.

For more information: <https://www.qut.edu.au/about/our-people/academic-profiles/g.gable>

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## **Keynote III\***

**Patrick Y.K. Chau**

**Provost and Chair Professor in Information Systems and Business Analytics at  
Beijing Normal University-Hong Kong Baptist University United International College  
(UIC), China.**

**Former Editor-in-Chief, *Information & Management* (SSCI-Q1)**

***Title: "A study on the use of online collaboration tools for mutual aid in emergencies"***

**Time: 10/20 Friday Dinner 8:00-9:00pm**

### **Abstract:**

In the past several decades we see more and more disasters around the world affecting people's living and even their lives. How IT tools and digital technologies can play a role and provide help in these often-emergency situations, in my opinion, is an important research topic for information systems researchers. This talk reports on one recent study on this topic. This talk first gives an overview of information systems research studies on how digital technologies such as online collaboration tools can provide mutual aid during emergencies. It then goes on to present a recent study that specifically looks at how online collaboration tools enabled and supported mutual aid during the 2022 Shanghai COVID-19 lockdown using a technology affordances perspective. Through the findings of the study, it provides insight into how digital technologies may be leveraged for effective emergency responses.



### **Biographical notes:**

Patrick Chau received his PhD in Business Administration from the University of Western Ontario, Canada. He conducts research in IT adoption and electronic commerce and has more than 100 papers published in prestigious journals in the Information Systems discipline. He has been on Stanford/Elsevier's List of Top 2% Scientists worldwide since its first release. As of August 2023, his Google Scholar citations exceed 27,400 with an H-index of 62 and, in Scopus, more than 11,700 with an h-index of 43. He is the former Editor-in-Chief of *Information and Management*, an A\* journal in the Australia's ABDC Journal List and a Level 3 journal in the UK's ABS Journal List. Under his editorship, the 2-year impact factor of the Journal has grown from 1.84 in 2014 to 10.33 in 2021. He is also a Senior Editor of the *Journal of the Association for Information Systems*, which is an A\* journal in the Australian ABDC Journal List and a 4\* journal in the UK's ABS Journal List. He was Co-editor of *Electronic Commerce Research & Applications* and Global Editor of *DATABASE for Advances in Information Systems*. He received AIS Fellow Award in 2013 and was President of the Association for Information Systems (AIS) in 2021-2022. He was appointed "Chang Jiang Scholars Programme" Chair



Professorship by the Ministry of Education in 2010. He has also held Padma and Hari Harilela Professorship in Strategic Information Management at The University of Hong Kong, Qiushi Chair Professorship at Zhejiang University and Lee Dak Sum Chair Professor in Information Systems and Operations Management at the University of Nottingham Ningbo China.

For more information: [https://www.uic.edu.cn/en/about\\_us/senior\\_management.htm](https://www.uic.edu.cn/en/about_us/senior_management.htm)

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## **Keynote IV\***

**Galit Shmueli, Ph.D.**

**Distinguished Professor, Institute of Service Science**

**National Tsing Hua University, Taiwan**

**Editor-in-Chief, *INFORMS Journal on Data Science***

***Title: "How to "improve" prediction using behavior modification"***

**Time: 10/21 Saturday Dinner 8:00-9:00pm**

### **Abstract:**

Many internet platforms that collect behavioral big data use it to predict user behavior for internal purposes and for their business customers (e.g., advertisers, insurers, security forces, governments, political consulting firms) who utilize the predictions for personalization, targeting, and other decision-making. Improving predictive accuracy is therefore extremely valuable. Data science researchers design algorithms, models, and approaches to improve prediction. Prediction is also improved with larger and richer data. Beyond improving algorithms and data, platforms can stealthily achieve better prediction accuracy by "pushing" users' behaviors towards their predicted values, using behavior modification techniques, thereby demonstrating more certain predictions. Such apparent "improved" prediction can unintentionally result from employing reinforcement learning algorithms that combine prediction and behavior modification. This strategy is absent from the machine learning and statistics literature. Investigating its properties requires integrating causal with predictive notation. To this end, we incorporate Pearl's causal  $do(\cdot)$  operator into the predictive vocabulary. We then decompose the expected prediction error given behavior modification, and identify the components impacting predictive power. Our derivation elucidates implications of such behavior modification to data scientists, platforms, their customers, and the humans whose behavior is manipulated. Behavior modification can make users' behavior more predictable and even more homogeneous; yet this apparent predictability might not generalize when customers use predictions in practice. Outcomes pushed towards their predictions can be at odds with customers' intentions, and harmful to manipulated users.



### **Biographical notes:**

Galit Shmueli is Tsing Hua Distinguished Professor at the Institute of Service Science, and Institute Director

at the College of Technology Management, National Tsing Hua University, Taiwan. Before joining NTHU, she was the SRITNE Chaired Professor of Data Analytics and Associate Professor of Statistics & Information Systems at the Indian School of Business, and tenured Associate Professor at University of Maryland's Smith School of Business. She is the inaugural editor-in-chief of the INFORMS Journal on Data Science. Dr. Shmueli's research focuses on statistical and data mining methods for contemporary data structures, with a focus on statistical strategy – issues related to how data analytics are used in scientific research. Her main fields of application are information systems and healthcare, with a focus on human behavior. She has published papers in the statistics, information systems, management, and marketing literature. She has authored over 100 journal articles, books, and book chapters, and is on the editorial boards of several journals. She presents her work nationally and internationally.

For more information: <https://www.iss.nthu.edu.tw/faculty/Galit-Shmueli>

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## **Keynote V\***

**Matthieu J. Guitton, Ph.D., FRAI**

**Full Professor, Université Laval (Quebec City, QC, Canada),**

**Bualuang ASEAN Professor Chair, Thammasat University (Bangkok, Thailand)**

**Editor-in-Chief, *Computers in Human Behavior* (SSCI-Q1)**

***Title: "Tools or partners: Integrating AI in business and healthcare between fear and opportunities"***

**Time: 10/22 Sunday 8:20-9:20am**

### **Abstract:**

The rise of AI is revolutionizing the way we see technology and interact with it. Although recent debates have mostly been centered on the impact of generative AI in education, the societal consequences of the development of these new technologies will touch all aspects of our daily lives. However, the reality of AI is more complex, with both generative AI, analytical AI, or task-specific AI, and with a potential reach extending far beyond the field of education, to encompass among others business, finance, or healthcare. How AI will impact our modern societies, both at the local and global levels? Can AI become a game changer, for the better or for the worse? What are the challenges and obstacles that prevent the implementation of AI in our societal systems? What opportunities could AI bring to better our societies? This presentation will explore the current perceptions of AI and the ways they could be integrated in a socially responsible way, and will suggest paths for solutions based on our representation of AI as either tools, or potential partners.





**Biographical notes:**

Matthieu J. Guitton, Ph.D., FRAI, is a Full Professor at the Faculty of Medicine and Full Professor at the Graduate School of International Studies at Université Laval (Quebec City, QC, Canada), Bualuang ASEAN Professor Chair at Thammasat University (Bangkok, Thailand), Fellow of the Royal Anthropological Institute, and Senior Researcher/Group Leader at the CERVO Brain Research Center (Quebec City, QC, Canada). He is the Editor-in-Chief of the Computers in Human Behavior family of journals, which includes Computers in Human Behavior (the world leading journal in the field of cyberpsychology), Computers in Human Behavior Reports, and Computers in Human Behavior: Artificial Humans, and serves on several other editorial boards, such as Acta Psychologica (where he acts as the Psychology and Technology Section Editor) and Current Opinion in Behavioral Sciences. A graduate from the University of Rouen and Université Pierre et Marie Curie - Paris VI, he obtained his PhD from the University of Montpellier (France) and was a Koshland Scholar/Postdoctoral Fellow of Excellence at the Weizmann Institute of Science (Israel). He has published over 120 research papers, book chapters, or editorials on subjects ranging from cyberpsychology and cyberbehavior to the societal impacts of technology. He has been invited speaker or guest lecturer by numerous universities across the world, such as Embry-Riddle Aeronautical University (USA), the University of Pittsburgh (USA), the Russian Academy of Science, the Bulgarian Academy of Science, Hong Kong Baptist University, or Renmin University of China.

For more information: <https://www.fmed.ulaval.ca/recherche/repertoire-des-professeurs/profil-du-professeur/Matthieu-Guitton/203/>

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**Keynote VI\***

**J. Christopher Westland, Ph.D.**

**Professor, Department of Information and Decision Sciences**

**University of Illinois, Chicago, USA**

**Editor-in-Chief, *Electronic Commerce Research (SSCI-Q3)***

***Title: "Three studies of blockchain-enabled markets"***

**Time: 10/22 Sunday 9:50-10:50am**

**Abstract:**



This presentation summarizes my research on liquidity and fractal price cycles in blockchain-enabled asset markets. The first 1 and second 2 studies investigate cryptocurrency liquidity in the Kraken market. Liquidity is a latent measure of a market's ability to address the demands of impatient traders, and is an important feature of cryptocurrencies that aim to be cash substitutes. I use Glosten's model to compute liquidity for Bitcoin trading and compares liquidity over the most widely traded cryptocurrencies. These studies showed that price had a significant influence on liquidity, while other factors like volume, fungibility and price-elasticity exert only marginal influence. Literature in equity markets – such as Elliott wave theory employed by several successful hedge funds;



and Mandelbrot / Taleb fractal analysis – suggests that behavioral feedback loops result in predictable price cycles. Both fractal and Elliott wave price movements can be modeled as wavelets, and these can, potentially, predict future price movements and support profitable trading. Extending the prior line of study, I analyzed price movements in non-fungible token (NFT) markets through wavelets analysis<sup>3</sup>. The research found weak linkages between markets and price cycles in periods of around 2, 4, 8, 16 and 32 hours with an additional 7 day cycle. Such cycles represent periods where the activity in another market is coupled (coherence) to the NFT market at a statistically significant level and may potentially be used for price prediction and liquidity assessment.

#### **Biographical notes:**

Chris Westland is a Professor in the Department of Information & Decision Sciences at the University of Illinois – Chicago and an Overseas Chair Professor at Beihang University, China. He received a Ph.D. in Computers and Information Systems from the University of Michigan. He is a certified public accountant in the U.S. and a consultant in technology law in the US, Europe, Latin America and Asia. He has advised on patent, valuation and technology strategy for numerous technology firms. He published numerous academic papers and nine books: *Audit Analytics* (Springer 2020), *Structural Equation Modeling* (Springer 2015 and 2nd ed. 2019); *Global Electronic Commerce* (MIT Press 2000); *Global Innovation Management* (Palgrave Macmillan 2nd ed 2017); *Red Wired: China's Internet Revolution* (Marshall Cavendish, 2010); *Financial Dynamics* (Wiley 2003); *Valuing Technology* (Wiley 2002) and *Statistical Auditing with R* (forthcoming 2018). He was on the faculties at the University of Michigan, University of Southern California, Hong Kong University of Science and Technology, Tsinghua University, University of Science and Technology of China, Harbin Institute of Technology, and other academic institutions. Currently, he is the Editor-in-Chief of *Electronic Commerce Research* (Springer) and have served on editorial boards of several other information technology journals including *Management Science*, *ISR*, *ECRA*, *IJEC*, and others. Likert response surveys are widely applied in marketing, public opinion polls, epidemiological and economic disciplines. Theoretically, Likert mapping from real-world beliefs could lose significant amounts of information, as they are discrete categorical metrics. Similarly, the subjective nature of Likert-scale data capture, through questionnaires, holds the potential to inject researcher biases into the statistical analysis. Arguments and counterexamples are provided to show how this loss and bias can potentially be substantial under extreme polarization or strong beliefs held by the surveyed population, and where the survey instruments are poorly controlled.

These theoretical possibilities were tested using a large survey with 14 Likert scaled questions presented to 125,387 respondents in 442 distinct behavioral-demographic groups. Despite the potential for bias and information loss, the empirical analysis found strong support for an assumption of minimal information loss under Normal beliefs in Likert scaled surveys. Evidence from this study found that the Normal assumption is a very good fit to the majority of actual responses, the only variance from Normal being slightly platykurtic which is likely due to censoring of beliefs after the lower and upper extremes of the Likert mapping. The discussion and conclusions argue that further revisions to survey protocols can assure that information loss and bias in Likert-scaled data are minimal.

For more information: <https://business.uic.edu/profiles/j-christopher-westland/>

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## **Keynote VII\***

**Robert M. Davison, Ph.D.**

**Professor, Department of Information Systems**

**City University of Hong Kong, SAR China**

**Editor-in-Chief, *Information Systems Journal (SSCI-Q1)***

***Title: "The cultural values of scholarly journals and their implications for various stakeholders"***

**Time: 10/22 Sunday 10:50-11:50am**

### **Abstract:**

In this keynote, I will introduce the Information Systems Journal primarily from the perspective of its values. I will use this opportunity to reflect on how Information Systems can contribute to a better world, for a variety of human and non-human stakeholders. Our values reflect the care and trust that we develop for a variety of stakeholders, notably authors, reviewers and members of the editorial board. They also reflect the integrity that is central to the review process, including the way we allocate and appreciate resources. As a journal, we are part of a community to which we contribute through the papers we accept, but also through the feedback that we provide to authors. Finally, I will examine how these ideas can be extended to care for the environment, perhaps the most pressing issue for humanity at this moment in time given both the immediate pressures of climate change and the more remote pressures of resource (over)exploitation.



### **Biographical notes:**

Robert M. Davison is a Professor of Information Systems at the City University of Hong Kong. His research focuses on the use and misuse of information systems. He is particularly known for his scholarship in the



domain of action research. Within the AIS, Robert chaired the research ethics committee for many years, and is currently convener of the College of Senior Scholars. Robert currently chairs the IFIP WG 9.4 (The Implications of Information and Digital Technologies for Development) and is the Editor-in-Chief of the Information Systems Journal and the Electronic Journal of Information Systems in Developing Countries. As a researcher and as an editor, he seeks to promote both an inclusive and an indigenous perspective to research.

For more information: <http://www.is.cityu.edu.hk/staff/isrobert/>

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\* Sponsored by the College of Management and the Global Electronic Business Research Center at National Chung Cheng University, Chiayi, Taiwan, R.O.C.



ICEB 2023 Schedule		
Date	Time	Activity
10/19 (Thu)	08:30- 09:40	TWAIS 2023 Pre-ICEB-Conference Research Workshop Registration (Hotel Lobby)
	09:40- 10:00	Opening (B1 Seminar Room) (Host: TWAIS Co-Founders Prof. Eldon Y. Li & Prof. Shin Yuan Hung)
	10:00- 12:00	Workshop 1 (Chairs: James J. Jiang & Kenny H. Cheng) Presentations of 4 Best Papers Recommended by TWAIS & ICEB Committee
	12:00- 14:00	<b>Lunch Break</b>
	13:30- 18:00	<b>ICEB Registration</b> (Hotel Lobby)
	14:00- 16:00	Workshop 2 (Chairs: Eric T.G. Wang & Patrick Y.K. Chau) Presentations of 4 Best Papers Recommended by TWAIS & ICEB Committee
	16:00- 16:20	Closing Discussions (Host: TWAIS President Prof. Eric T.G. Wang)
	16:20- 16:30	Group photos
	16:30- 18:30	No-Host Social Hours (Hotel Lobby) <b>ICEB Annual Board Meeting – For Board Members Only</b> (B1 Seminar Room)
	18:30- 21:00	<b>ICEB Welcome Dinner</b> (2 <sup>nd</sup> -Floor Ballroom)
10/20 (Fri)	08:00- 17:30	Registration
	08:20- 09:20	Keynote Speech I – <i>ISR</i> Prof. Kenny H. Cheng (1 <sup>st</sup> -Floor Ballroom)
	09:20- 09:50	Coffee Break
	09:50- 10:50	Keynote Speech II – <i>JSIS</i> Prof. Guy Gable
	10:50- 11:50	Keynote Speech III – <i>I&amp;M</i> Prof. Patrick Y.K. Chau
	11:50- 12:10	<b>Opening Ceremony &amp; Group Photos</b> (1 <sup>st</sup> -Floor Ballroom)
	12:10- 13:30	<b>Conference Lunch</b>
	13:30- 14:50	Concurrent Sessions- 80 min. (X3-A & B)
	14:50- 16:10	Concurrent Sessions- 80 min. (X4-A & B)
	16:10- 16:40	Coffee Break
	16:40- 18:00	Concurrent Sessions- 80 min. (X5-A & B)
	18:30- 21:00	<b>Conference Dinner</b> (2 <sup>nd</sup> -Floor Ballroom) 20:00-21:00 Keynote Speech IV- <i>INFORM DS</i> Prof. Galit Shmueli
10/21 (Sat)	08:00- 17:30	Registration
	08:20- 09:20	Concurrent Sessions- 60 min. (Y1-A & B)
	09:20- 09:50	Coffee Break
	09:50- 10:50	Concurrent Sessions- 60 min. (Y2-A & B)
	10:50- 11:50	Concurrent Sessions- 60 min. (Y3-A & B)
	12:00- 13:30	<b>Conference Lunch</b>
	13:30- 14:50	Concurrent Sessions- 80 min. (Y4-A & B)
	14:50- 16:10	Concurrent Sessions- 80 min. (Y5-A & B)
	16:10- 16:40	Coffee Break
	16:40- 18:00	Concurrent Sessions- 80 min. (Y6-A & B)
	18:30- 21:00	<b>AGM Awards Banquet</b> (2 <sup>nd</sup> -Floor Ballroom)
10/22 (Sun)	08:00- 17:30	Registration
	08:20- 09:20	Keynote Speech V – <i>CHB</i> Prof. Matthieu Guitton
	09:20- 09:50	Coffee Break
	09:50- 10:50	Keynote Speech VI – <i>ECR</i> Prof. J. Chris Westland
	10:50- 11:50	Keynote Speech VII – <i>ISJ</i> Prof. Robert M. Davison
	12:00- 13:30	<b>Conference Lunch</b>
	13:30- 14:50	Concurrent Sessions- 80 min. (Z3-A & B)
	14:50- 16:10	Concurrent Sessions- 80 min. (Z4-A & B)
	16:10- 16:40	Coffee Break
	16:40- 18:00	Concurrent Sessions- 80 min. (Z5-A & B)
	18:30- 21:00	<b>Night Market Visit (Dinner on your own)</b>
10/23 (Mon)	08:00- 12:00	Registration
	08:20- 17:30	<b>Self-funded Tours (Lunch included)</b>
	18:30- 21:00	<b>Free Schedule, No Conference Activities.</b>

# ICEB 2023 Session Overview (1<sup>st</sup>-Floor Ballroom, HK Time Zone)

Note:

- A and B indicate the ZOOM meeting rooms. For session details, please see the “ICEB 2023 Paper Sessions” section in the Program Book.
- The PID in this table is a link to the paper in the ZIP file. Please click the link to review the paper.
- # indicates the best paper; \* indicates an outstanding paper.

Room-A		Room-B	
Location: <a href="https://hku.zoom.us/j/93241639102?pwd=WnJKVkpOcVhNSXNhTGxnSONYVVVQrUT09">https://hku.zoom.us/j/93241639102?pwd=WnJKVkpOcVhNSXNhTGxnSONYVVVQrUT09</a> Meeting ID: 932 4163 9102 Passcode: (sent to you by email)		Location: <a href="https://hku.zoom.us/j/93693376773?pwd=ZW1PeDJoaWlXOWV1NDhvMGp3NkhTQT09">https://hku.zoom.us/j/93693376773?pwd=ZW1PeDJoaWlXOWV1NDhvMGp3NkhTQT09</a> Meeting ID: 936 9337 6773 Passcode: (sent to you by email)	
10/19/2023 Thursday (see “ICEB 2023 Schedule above”) 18:30 –21:00 Welcome Dinner at 2 <sup>nd</sup> -Floor Ballroom			
HK Time	10/20/2023 Friday (Code X)	10/21/2023 Saturday (Code Y)	10/22/2023 Sunday (Code Z)
08:20 -- 09:20	<b>X1-A<sup>a</sup>: KEYNOTE I</b>  <i>“The rise of empirical online platform research in the new millennium”</i> – Prof. Kenny H. Cheng (On site)  <i>Chair: Eldon Y. Li, National Chung Cheng University, Chiayi, Taiwan</i>	<b>Y1-A: Blockchain and FinTech (I)</b> <i>PID: 3, 50, 98</i> <i>Chair: William Y.C. Wang, University of Waikato, New Zealand</i>  <b>Y1-B: E-business education and e-learning (II)</b> <i>PID: 32, 64*, 102</i> <i>Chair: Singwaht Tee, James Cook University, Australia</i>	<b>Z1-A: KEYNOTE V</b>  <i>“Tools or partners: Integrating AI in business and healthcare between fear and opportunities”</i> – Prof. Matthieu Guitton (Quebec City)  <i>Chair: Hangjung Zo, Korea Advanced Institute of Science and Technology, South Korea</i>
09:20 -- 09:50	Coffee break	Coffee break	Coffee break
09:50 -- 10:50	<b>X2-A<sup>a</sup>: KEYNOTE II</b>  <i>“Information systems research strategy”</i> – Prof. Guy Gable (Australia)  <i>Chair: James, J. Jiang, National Taiwan University</i>	<b>Y2-A: Digital marketing and consumer behavior (I)</b> <i>PID: 4, 31*, 107*</i> <i>Chair: Fuyume Sai, Daito Bunka University, Japan</i>  <b>Y2-B: E-healthcare and gerontechnology (I)</b> <i>PID: 70, 75, 111</i> <i>Chair: Pei-Lee Teh, Monash University, Malaysia</i>	<b>Z2-A: KEYNOTE VI</b>  <i>“Three studies of blockchain-enabled markets”</i> – Prof. J. Chris Westland (Chicago)  <i>Chair: Kevin K.W. Ho, University of Tsukuba, Japan</i>
10:50 -- 11:50	<b>X3-A<sup>a</sup>: KEYNOTE III</b>  <i>“A study on the use of online collaboration tools for mutual aid in emergencies”</i> – Prof. Patrick Y.K. Chau (On site)  <i>Chair: John Hamilton, James Cook University, Australia</i>	<b>Y3-A: Digital marketing and consumer behavior (II)</b> <i>PID: 24, 60, 108</i> <i>Chair: Chong Guan, Singapore University of Social Sciences, Singapore</i>  <b>Y3-B: New technology adoption and diffusion (I)</b> <i>PID: 72, 73, 83, 109</i> <i>Chair: Victor Chen, National Cheng Kung University, Taiwan</i>	<b>Z3-A: KEYNOTE VIII</b>  <i>“The cultural values of scholarly journals and their implications for various stakeholders”</i> – Prof. Robert M. Davison (HK 10:50--11:50)  <i>Chair: Allen Au, National Chung Cheng University, Taiwan</i>
11:50 -- 12:10	Group photos	Lunch break	Lunch break
12:10 -- 13:30	Lunch break		
13:30 -- 14:50	<b>X4-A: E-business education and e-learning (I)</b> <i>PID: 2, 5, 12, 23*, 56</i> <i>Chair: Aijaz A. Shaikh,</i>	<b>Y4-A: Digital marketing and consumer behavior (III)</b> <i>PID: 49*, 63, 103, 105</i> <i>Chair: Vandana Ahuja, Symbiosis</i>	<b>Z4-A: AI and its applications (III)</b> <i>PID: 26, 34, 51, 55</i> <i>Chair: Ravi Sharma, Zayed University, Abu Dhabi, U.A.E.</i>

	<p><i>University of Jyväskylä, Finland</i></p> <p><b>X4-B: Supply chain management and e-logistics</b>  PID: <a href="#">7</a>, <a href="#">10</a>, <a href="#">14</a>, <a href="#">21</a>  Chair: Eric T.G. Wang, <i>National Central University, Taiwan</i></p>	<p><i>Institute of Business Management, Noida, India</i></p> <p><b>Y4-B: New technology adoption and diffusion (II)</b>  PID: <a href="#">8</a>, <a href="#">77</a>, <a href="#">82</a>, <a href="#">97</a>  Chair: Qiong Jia, <i>Hohai University Business School, Nanjing, China</i></p>	<p><b>Z4-B: E-business strategies and models</b>  PID: <a href="#">29</a>, <a href="#">30</a>, <a href="#">62</a>, <a href="#">66</a>  Chair: Thurasamy Ramayah, <i>Universiti Sains Malaysia, Penang, Malaysia</i></p>
14:50 -- 16:10	<p><b>X5-A: AI and its applications (I)</b>  PID: <a href="#">9</a>, <a href="#">17</a>, <a href="#">48</a>, <a href="#">68</a>  Chair: May Ying Wang, <i>BNU-HKBU United International College, China</i></p> <p><b>X5-B: Big data analytics and precision analytics (I)</b>  PID: <a href="#">1</a>, <a href="#">53</a>, <a href="#">81</a>, <a href="#">86</a>  Chair: Cooper C.Y. Ku, <i>National Chiao Tung University, Taiwan</i></p>	<p><b>Y5-A: Social media and social computing</b>  PID: <a href="#">78</a>, <a href="#">84</a>, <a href="#">89</a>, <a href="#">113</a>  Chair: Yue Guo, <i>Southern University of Science and Technology, Shenzhen, China</i></p> <p><b>Y5-B: EB models and issues (II)</b>  PID: <a href="#">27</a>, <a href="#">35</a>, <a href="#">40</a>, <a href="#">90</a>, <a href="#">95</a>*  Chair: Abbas Tarhini, <i>Lebanese American University, Lebanon</i></p>	<p><b>Z5-A: EB models and issues (II)</b>  PID: <a href="#">13</a>, <a href="#">42</a>, <a href="#">80</a>, <a href="#">92</a>  Chair: Stuart Orr, <i>Melbourne Institute of Technology, Australia</i></p> <p><b>Z5-B: Digital marketing and consumer behavior (IV)</b>  PID: <a href="#">18</a>, <a href="#">28</a>, <a href="#">47</a>, <a href="#">52</a>, <a href="#">99</a>  Chair: Jesús Garcia-Madariaga, <i>Universidad Complutense de Madrid, Spain</i></p>
16:10 -- 16:40	Coffee break	Coffee break	Coffee break
16:40 -- 18:00	<p><b>X6-A: AI and its applications (II)</b>  PID: <a href="#">71</a>, <a href="#">79</a>, <a href="#">101</a>, <a href="#">114</a>  Chair: Xudong Luo, <i>Guangxi Normal University, Guilin, China</i></p> <p><b>X6-B: Big data analytics and precision analytics (II)</b>  PID: <a href="#">15</a>, <a href="#">85</a>*, <a href="#">88</a>, <a href="#">110</a>  Chair: Honglei Li, <i>Northumbria University, Newcastle Upon Tyne, UK</i></p>	<p><b>Y6-A: IT ethics and data governance</b>  PID: <a href="#">33</a>, <a href="#">36</a>, <a href="#">37</a>, <a href="#">46</a>, <a href="#">76</a>  Chair: Ibrahim M. Al-Jabri, <i>King Fahd University of Petroleum and Minerals, Saudi Arabia</i></p> <p><b>Y6-B: Digital transformations in enterprises</b>  PID: <a href="#">43</a>, <a href="#">54</a>, <a href="#">61</a>#, <a href="#">106</a>  Chair: Savvas Papagiannidis, <i>Newcastle University, Newcastle upon Tyne, U.K.</i></p>	<p><b>Z6-A: Blockchain and FinTech (II)</b>  PID: <a href="#">19</a>, <a href="#">65</a>, <a href="#">91</a>, <a href="#">93</a>, <a href="#">100</a>  Chair: Michel De Rougemont, <i>University Paris II, France</i></p> <p><b>Z6-B: E-healthcare and gerontechnology (II)</b>  PID: <a href="#">59</a>, <a href="#">69</a>, <a href="#">74</a>, <a href="#">94</a>, <a href="#">115</a>  Chair: Yu-Hsiu Lin, <i>National Chung Cheng University, Taiwan</i></p>
18:30 -- 21:00 (2nd-Floor Ballroom)	<p><b>Conference Dinner</b></p> <p><b>Time: 20:00-21:00</b>  <b><i>XK-A Keynote IV: "How to improve prediction using behavior modification"</i></b>  <b>– Prof. Galit Shmueli (On site)</b></p> <p>Chair: Soumya Ray, <i>National Tsing Hua University, Taiwan</i></p>	<p><b>AGM Awards Banquet</b></p> <p><b>Time: 20:00-21:00</b>  <b>Paper Awards Ceremony</b>  <b>ICEB Annual General Meeting</b></p>	<p><b>Night Market Visit</b> (Dinner on your own)</p>



## ICEB 2023 ZOOM Conference Information

We very much look forward to seeing you at the ICEB2023 hybrid conference! Please find below some useful information about the conference.

### Instructions

1. Each meeting room will be open at 8:00AM every day to start the session at 8:20AM during OCT 20-22 (Friday-Sunday), 2023. Hence, participants can enter the ZOOM room right after 8:00AM each day. The session chairs and presenters of that day could enter before 8:10AM for preparation.
2. Participants who got the link can enter the sessions with the password during the whole day event. They are free to come and go. After entering the room, please turn off your audio and only turn it on and off when you ask questions during the Q&A period.
3. The session chairs and presenters must enter the room 5 minutes or earlier before their session START TIME (HK Time) for preparation. They can use ZOOM Chat function to communicate without disturbing the meeting.
4. After entering the ZOOM room, please change your login name to your-real-name@short-affiliation, e.g., "BillClinton@WhiteHouse".
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### Registration

The payment process for registration and publication fees is open until OCT 19, 2023. Please email the Secretariat at if you need any assistance.

### Dress code

Presenters should dress professionally before the camera as their faces and backgrounds appear on the screen. Screenshots of the participants in each presentation session will be taken and shared after the conference.

### Video recording

During the ZOOM meeting, the host will turn off video recording. However, audio and video interaction modes will be turned on for physical identification. If you want to take a video recording of your presentation, please set up the camera yourself or have someone stand by you to do it for you.

### Presentation times

1. Each session normally has 3 or 4 papers to present, each allocated 20 minutes (15 for presentation and 5 for Q&A). A session with fewer papers will have a longer discussion time. The Session Chair and the Presenters, please enter the ZOOM meeting room on time and observe the times to start and stop your presentations.
2. If you are onsite in the session room, you should present your paper normally to the physical audience, knowing that other scholars worldwide are listening to your presentation through the ZOOM meeting software. Our technician will set up the ZOOM Online Conference in the physical meeting room before the session starts at 8:20AM.
3. On the ZOOM meeting screen, the host must turn on "Multiple participants can share simultaneously" option using the up-arrow on the "Share Screen" button. A presenter can open the PowerPoint slides and click the "Share Screen" button to share the slides and make an oral presentation, just as if we are all in a physical meeting room.
4. If you are the first time ZOOM user, please review the videos to familiarize yourself with the software at <https://learn-zoom.us/show-me>.

### No shows

Please note that all presenters are expected to present their work in person. In case of no-shows, papers will be removed from the formal proceedings even if you have paid the publication fee, and no refund will be honored. If you cannot attend the conference due to an emergency, please inform the ICEB Secretariat at +886-975789086 as soon as possible to retain the publication privilege.

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As a presenter, your name is listed in the “ICEB 2023 Paper Presenters” section in the program book to prove your attendance. Furthermore, an electronic presentation certificate will be prepared and presented to you after the conference.

## ICEB 2023 Paper Sessions

Room-A	Room-B
Location: <a href="https://hku.zoom.us/j/93241639102?pwd=WnJKVkpOcVhNSXNhTGxnSONYVVQrUT09">https://hku.zoom.us/j/93241639102?pwd=WnJKVkpOcVhNSXNhTGxnSONYVVQrUT09</a> Meeting ID: 932 4163 9102 Passcode: (sent to you by email)	Location: <a href="https://hku.zoom.us/j/93693376773?pwd=ZW1PeDJoZWlXOWV1NDhvMGp3NkhTQT09">https://hku.zoom.us/j/93693376773?pwd=ZW1PeDJoZWlXOWV1NDhvMGp3NkhTQT09</a> Meeting ID: 936 9337 6773 Passcode: (sent to you by email)

**Note:** The schedule below is based on Hong Kong time. Authors at different time zones could retrieve the time-zone map from either link below to convert the HK time to fit your locations.  
<https://iceb2023.johogo.com/res/TimeZoneMap.jpg>

### Day 1: October 20, 2023, Friday

#### HK Time 8:20 AM - 9:20 AM October 20, 2023, Friday (X1)

Session-Room: <b>X1-A</b>	<b>KEYNOTE I</b>	Chair: <b>Eldon Y. Li,</b> <i>National Chung Cheng University, Chiayi, Taiwan</i>
Title: <i>"The rise of empirical online platform research in the new millennium"</i> Speaker: <b>H. Kenny Cheng, Ph.D.</b> <i>Chair of Information Systems and Operations Management Department, University of Florida, USA</i>		

#### Coffee Break

#### HK Time 9:50 AM - 10:50 AM October 20, 2023, Friday (X2)

Session-Room: <b>X2-A</b>	<b>KEYNOTE II</b>	Chair: <b>James, J. Jiang,</b> <i>National Taiwan University</i>
Title: <i>"Information systems research strategy"</i> Speaker: <b>Guy Gable, Ph.D.</b> <i>Professor, School of Information Systems, Queensland University of Technology (QUT), Australia.</i>		

#### HK Time 10:50 AM - 11:50 AM October 20, 2023, Friday (X3)

Session-Room: <b>X3-A</b>	<b>KEYNOTE III</b>	Chair: <b>John Hamilton,</b> <i>James Cook University, Australia</i>
Title: <i>"A study on the use of online collaboration tools for mutual aid in emergencies"</i> Speaker: <b>Patrick Y.K. Chau, Ph.D.</b> <i>Provost and Chair Professor, Beijing Normal University-Hong Kong Baptist University United International College (UIC), China</i>		

#### Lunch Break

#### HK Time 1:30 PM - 2:50 PM October 20, 2023, Friday (X4)

Session-Room: <b>X4-A</b>	Chair: <b>Aijaz A. Shaikh,</b> <i>University of Jyväskylä, Finland</i>		<b>E-business education and e-learning (I)</b>
PID <sup>a</sup>	Mode	Authors	Paper Title
2	V	<b>Jiyeon An,</b> <i>Fayetteville State University, USA</i>	<i>Teaching challenges and opportunities of emerging technology: Evidence from voice assistant technology</i>
5	P	<b>Bob Nanthakorn,</b> <i>Thammasat Business School, Thailand</i> <b>Peter Ractham,</b> <i>Thammasat Business School, Thailand</i> <b>Phatsaporn Suwannakart,</b> <i>Rangsit University, Thailand</i> <b>Lalita Damroungkunkamjorn,</b> <i>Thammasat Business School, Thailand</i> <b>Noptanit Chotisarn,</b> <i>Thammasat Business School, Thailand</i>	<i>Exploring it affordances and risk management for internationalisation activities of business schools</i>



12	P	<b>Aijaz Shaikh</b> , <i>School of Business and Economics, University of Jyväskylä, Finland</i> <b>Shabnam Shaikh</b> , <i>School of Business and Economics, University of Jyväskylä, Finland</i> <b>Heikki Karjaluo</b> , <i>School of Business and Economics, University of Jyväskylä, Finland</i>	<i>Reinventing the case-method teaching approach using a new technological tool</i>
23	V	<b>Kun Tian</b> , <i>Wuhan Business University, China</i> <b>Jing Wu</b> , <i>Wuhan Business University, China</i>	 <i>Exploring factors influencing e-learning acceptance: An integration of transactional distance theory and technology acceptance model *</i>
56	V	<b>Stephen Maxwell</b> , <i>James Cook University, Australia</i> <b>John Hamilton</b> , <i>James Cook University, Australia</i>	<i>Towards understanding university governance within Australia</i>
<b>Session-Room: X4-B</b>		<b>Chair: Eric T.G. Wang</b> , <i>National Central University, Taiwan</i>	<b>Supply chain management and e-logistics</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
7	V	<b>Kun Tian</b> , <i>Wuhan Business University, China</i> <b>Zhongming Nie</b> , <i>Wuhan Polytechnic, China</i>	<i>Cold chain logistics risk analysis based on AHP-FCE method</i>
10	V	<b>Samuel Marino</b> , <i>James Cook University, Australia</i>	<i>Delivering smart warehousing in Australia</i>
14	P	<b>Shih-Jung Juan</b> <i>National Chung Cheng University, Taiwan</i>	<i>The technologies of digital supply chain in industry 4.0: The principles of internet of things, big data, blockchain, and digital supply chain twin and their challenges</i>
21	V	<b>Wenlu Wang</b> , <i>Department of Business Administration, National Chengchi University, Taiwan</i>	<i>The role and relationship of information technology capability, supply chain resilience and operation performance in post-pandemic era</i>
<b>HK Time 2:50 PM - 4:10 PM October 20, 2023, Friday (X5)</b>			
<b>Session-Room: X5-A</b>		<b>Chair: May Ying Wang</b> , <i>BNU-HKBU United International College, China</i>	<b>AI and its applications (I)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
9	P	<b>Eldon Li</b> , <i>National Chung Cheng University, Taiwan</i> <b>Anila Jan</b> , <i>National Chung Cheng University, Taiwan</i>	<i>Impact of artificial intelligence (AI) in enhancing productivity and reducing stress among students</i>
17	V	<b>Ning Fang</b> , <i>Chulalongkorn University, Thailand</i> <b>Worawan Ongkrutraksa</b> , <i>Chulalongkorn University, Thailand</i>	<i>Exploring the influence of AI on purchase intention of electric vehicle among consumers in China</i>
48	V	<b>Hou Jianjun</b> , <i>Nanjing Institute of Technology, China</i> <b>Tang Yu</b> , <i>Nanjing Institute of Technology, China</i> <b>Chen Li</b> , <i>Nanjing Institute of Technology, China</i> <b>Chen Wen-Min</b> , <i>Nanjing Institute of Technology, China</i>	<i>Design and application of artificial intelligent fire fighting robot and development of data module</i>
68	V	<b>Yabibal Abate</b> , <i>Department of Marketing, University of Jyväskylä, Finland</i> <b>Dandison Ukpabi</b> <i>Department of Marketing, University of Jyväskylä, Finland</i> <b>Heikki Karjaluo</b> , <i>Department of Marketing, University of Jyväskylä, Finland</i>	<i>AI - sustainability nexus: A framework for future research</i>
<b>Session-Room: X5-B</b>		<b>Chair: Cooper C.Y. Ku</b> , <i>National Yang Ming Chiao Tung University, Taiwan</i>	<b>Big data analytics and precision analytics (I)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
1	V	<b>Yao Chun Tsao</b> , <i>Cheng Shiu University, Taiwan</i> <b>Shun-Jen Hsueh</b> , <i>Cheng Shiu University, Taiwan</i>	<i>Stock market or real estate market: Who is the leader?</i>
53	V	<b>Po-Wen Chen</b> , <i>National Central University, Taiwan</i> <b>Kuen-Liang Sue</b> , <i>National Central University, Taiwan</i>	<i>Study of short-term price prediction with k-line and SMA for electrical stocks in</i>


		Pei-Yin Yang, <i>National Kaohsiung University of Science and Technology, Taiwan</i>	Taiwan
81	V	Hou Yajing, <i>Nanjing Institute of Technology, China</i> Yan Shengzhan, <i>Nanjing Institute of Technology, China</i> Wang Jie, <i>Nanjing Institute of Technology, China</i>	Research on conceptual design of intelligent products for aquatic plant management in urban river channels
86	P	Miyako Kawashima, <i>Juntendo University, Japan</i> Haruka Ohba, <i>Shizuoka Institute of Science and Technology, Japan</i> Shinya Mizuno, <i>Juntendo University, Japan</i>	Development of Bayesian network-based regional healthcare analysis model for data-driven approach
<b>Coffee Break</b>			
<b>HK Time 4:40 PM - 6:00 PM October 20, 2023, Friday (X6)</b>			
<b>Session-Room: X6-A</b>		<b>Chair: Xudong Luo,</b> <i>Guangxi Normal University, Guilin, China</i>	<b>AI and its applications (II)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
71	V	Yi-Jia Hung, <i>National Taiwan University of Science and Technology, Taiwan</i> Chen-Hao Huang, <i>National Cheng Kung University, Taiwan</i> Huyen Thi Thanh Tran <i>National Taiwan University of Science and Technology, Taiwan</i>	Investigating the evolutionary trajectory of AI banking: A main path analysis
79	P	Chia-Lun Lo, <i>Fooyin University, Taiwan</i> Tsung-Lung Yang, <i>Kaohsiung Veterans General Hospital, Kaohsiung, Taiwan</i>	Development of an AI-based alert system for targeted temperature management patients using machine learning and millimeter-wave technology
101	P	May Wang, <i>Beijing Normal University-Hong Kong Baptist University United International College, China</i> Pengqi Wang <i>The Hong Kong University of Science and Technology (Guangzhou), China</i>	Decoding business applications of generative AI: A bibliometric analysis and text mining approach
114	V	Jianshan Pan, <i>Shenzhen Public Credit Center, China</i> Yiqiong Wu, <i>Xi'an Jiaotong University, China</i> Yang Lv, <i>Shenzhen Public Credit Center, China</i> Qiyu Lin, <i>Shenzhen Public Credit Center, China</i> Jinrui Peng, <i>Shenzhen Public Credit Center, China</i> Wen Ye, <i>Xi'an Jiaotong University, China</i> Xiaofang Cai, <i>National Center for Applied Mathematics (Shenzhen), Southern University of Science and Technology, China</i> Wayne Wei Huang, <i>National Center for Applied Mathematics (Shenzhen), Southern University of Science and Technology, China</i>	Domain-adversarial neural network with joint-distribution adaption for credit risk classification
<b>Session-Room: X6-B</b>		<b>Chair: Honglei Li</b> <i>Northumbria University, Newcastle Upon Tyne, UK</i>	<b>Big data analytics and precision analytics (II)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
15	V	Shiyun Hao, <i>Beijing Jiao Tong University, Beijing, China</i> Weihua Li, <i>Beijing Daxing District First Vocational School, China</i> Xiong Zhang, <i>Beijing Jiao Tong University, Beijing, China</i>	Investigating information systems vulnerabilities using machine learning algorithms
85	V	Zhiyun Zhang, <i>Harbin Institute of Technology, China</i> Pengyu Li, <i>Harbin Institute of Technology, China</i> Yanhong Chen, <i>Harbin Institute of Technology, China</i>	 The effect of host personality on property performance and review volume: Evidence from an accommodation-sharing platform *
88	V	Peiyi Lin, <i>National Chung Cheng University, Taiwan</i> Han Cheng Chang, <i>National Chung Cheng University, Taiwan</i>	Computed tomography usage data analysis model
110	V	Sunday Adewale Olaleye, <i>Jamk University of Applied Sciences, Finland</i> Akwas Gyamerah Adusei, <i>University of Oulu, Finland</i>	Exploring bibliometric perspectives on data culture in scholarly discourse



HK Time 8:00 PM - 9:00 PM October 20, 2023, Friday (XK) Keynote Location: 2 <sup>nd</sup> Floor Ballroom			
Session-Room: YK-A		KEYNOTE IV	Chair: Soumya Ray, National Tsing Hua University, Taiwan
Title: "How to improve prediction using behaviour modification" Speaker: Galit Shmueli, Ph.D. Distinguished Professor, Institute of Service Science, National Tsing Hua University, Taiwan			
Day 2: October 21, 2023, Saturday			
HK Time 8:20 AM - 9:20 AM October 21, 2023, Saturday (Y1)			
Session-Room: Y1-A		Chair: William Y.C. Wang, University of Waikato, New Zealand	Blockchain and FinTech (I)
PID <sup>a</sup>	Mode	Authors	Paper Title
3	P	Eldon Li, National Chung Cheng University, Taiwan Muhammad Usama Zafar, National Chung Cheng University, Taiwan	Fostering fintech adoption in growing economies: Opportunities, challenges, and strategies
50	V	Robert Rakipov, Tatung University, Taiwan I-Wen Fang, Tatung University, Taiwan	Innovative financial concept of DeFi
98	V	Jul Aidil Fadli, Universitas Bina Nusantara, Indonesia	The role of system security in promoting trust and investment in cryptocurrency: Study on generation Y and Z in Indonesia
Session-Room: Y1-B		Chair: Singwhat Tee James Cook University, Australia	E-business education and e-learning (II)
PID <sup>a</sup>	Mode	Authors	Paper Title
32	P	Linda Hsiu-Chin Wang, HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium	Bridging the gap between e-learning and e-business education management in English teaching — a case study of language schools at Kaysersberg education group
64	V	Rupali*, Amity Business School, Amity University Uttar Pradesh, Noida, India Paritosh Mishra, Amity Business School, Amity University Uttar Pradesh, Noida, India Balvinder Shukla, Amity University Uttar Pradesh, Noida, India	 Online learning experiences and resilience in higher education students: Evidence from India *
102	V	Zhan Zhan, Business School, Wuchang University of Technology, Wuhan, China A B M Munibur Rahman, Business School, Wuchang University of Technology, Wuhan, China Ruichen Cui, Business School, Wuchang University of Technology, Wuhan, China	Will ChatGPT remodify the education? The future of business education and research
Coffee Break			
HK Time 9:50 AM - 10:50 AM October 21, 2023, Saturday (Y2)			
Session-Room: Y2-A		Chair: Fuyume Sai, Daito Bunka University, Japan	Digital marketing and consumer behavior (I)
PID <sup>a</sup>	Mode	Authors	Paper Title



4	V	<b>Pooja Tabeck</b> , <i>Symbiosis Institute of Business Management, Noida, India</i> Vandana Ahuja, <i>Symbiosis Institute of Business Management, Noida, India</i>	Leveraging technological innovation and retail businesses during pandemic times
31	V	<b>Alireza Nili</b> , <i>Queensland University of Technology, Australia</i> Mary Tate, <i>Victoria University of Wellington, New Zealand</i> David Johnstone, <i>Victoria University of Wellington, New Zealand</i>	 User persistence in solving self-service technology problems *
107	V	<b>Sarita Nagvanshi</b> , <i>Amity University, Noida, India</i> Neha Gupta, <i>Amity University, Noida, India</i> Vinod Kumar, <i>New Delhi Institute of Management, New Delhi, India</i>	 Social media advertising in the recent years: A bibliometric analysis and thematic overview *
Session-Room: Y2-B		Chair: <b>Pei-Lee Teh</b> , <i>Monash University, Malaysia</i>	E-healthcare and gerontechnology (I)
PID <sup>a</sup>	Mode	Authors	Paper Title
70	V	<b>Chih-Ming Chen</b> , <i>Department of Information Management, National Chung Cheng University, Chiayi, Taiwan</i> I-Chiu Chang, <i>Department of Information Management, National Chung Cheng University, Chiayi, Taiwan</i> Xunhui Huang, <i>Department of Information Management, National Chung Cheng University, Chiayi, Taiwan</i>	Effectiveness of the communication software line community on sharing decision-making of high-risk pregnancies women
75	P	<b>Soyeong Park</b> , <i>Department of MIS, National Chengchi University, Taiwan</i>	Exploring the impact of the Internet and IT technology advancement on disabled individuals and their engagement in digital employment in Korea
111	V	<b>Sunday Adewale Olaleye</b> , <i>Jamk University of Applied Sciences, Finland</i> Ismaila Temitayo Sanusi, <i>School of Computing, University of Eastern Finland, Joensuu, Finland</i> Jari Salo, <i>Department of Economics and management, University of Helsinki, Helsinki, Finland</i> Esther Olubunmi Olaleye, <i>Health and Welfare Novia University of Applied Sciences, Vaasa, Finland</i>	Home care and mobile health services provision for rural dwellers: A conceptual framework of poverty alleviation and rural development
HK Time 10:50 AM - 11:50 AM October 21, 2023, Saturday (Y3)			
Session-Room: Y3-A		Chair: <b>Chong Guan</b> , <i>Singapore University of Social Sciences, Singapore</i>	Digital marketing and consumer behavior (II)
PID <sup>a</sup>	Mode	Authors	Paper Title
24	V	Qiongwei Ye, <i>Business School Yunnan University of Finance and Economics, China</i> <b>Danni Zhang</b> , <i>Business School Yunnan University of Finance and Economics, China</i> Yumei Luo, <i>College of Business and Tourism Management, Yunnan University, China</i>	Investigating influencing factors of consumer purchase in airport shopping mall a mixed methods study
60	V	Yimei Yuan, <i>Guangdong Polytechnic of Water Resources and Electric Engineering, China</i> <b>Bin Ling</b> , <i>Hohai University, China</i>	The prototypical framing effect in product recommendation
108	V	<b>Sarita Nagvanshi</b> , <i>Amity University, Noida, India</i> Neha Gupta, <i>Amity University, Noida, India</i> Vinod Kumar, <i>New Delhi Institute of Management, New Delhi, India</i>	Gen Z consumers' purchase intention towards organic cosmetic brands advertised on social media
Session-Room: Y3-B		Chair: <b>Victor J.C. Chen</b> <i>National Cheng Kung University, Tainan, Taiwan</i>	New technology adoption and diffusion (I)
PID <sup>a</sup>	Mode	Authors	Paper Title
72	V	<b>Andreas Hutterer</b> , <i>Johannes Kepler University Linz, Austria</i> Barbara Krumay, <i>Johannes Kepler University Linz, Austria</i>	Adoption of data spaces as multi-sided platforms: towards a preliminary adoption framework

73	V	<b>Woranon Chana</b> , <i>Thammasat University Business School, Thailand</i> Siriluck Rotchanakitumnuai, <i>Thammasat University Business School, Thailand</i>	<i>Factors affecting intention of use electronic ticket service of state railway of Thailand passengers.</i>
83	P	<b>Sunyoung Choi</b> , <i>School of Business and Technology Management, KAIST, South Korea</i> Jooyoung Kim, <i>School of Business and Technology Management, KAIST, South Korea</i> Donghwan Kwon, <i>School of Business and Technology Management, KAIST, South Korea</i> Gimok Yun, <i>School of Business and Technology Management, KAIST, South Korea</i> Hangjung Zo, <i>School of Business and Technology Management, KAIST, South Korea</i>	<i>Robot umpire vs. Human umpire: The spectators' perception of algorithm errors in baseball games</i>
109	P	<b>John Hamilton</b> , <i>James Cook University, Australia</i> Stephen Maxwell, <i>James Cook University, Australia</i> Paul Lynch, <i>James Cook University, Australia</i>	<i>Prioritizing AI for smart, self-learning, autonomous, humanoid robots</i>
<b>Lunch Break</b>			
<b>HK Time 1:30 PM - 2:50 PM October 21, 2023, Saturday (Y4)</b>			
<b>Session-Room: Y4-A</b>		<b>Chair: Vandana Ahuja</b> <i>Symbiosis Institute of Business, India</i>	<b>Digital marketing and consumer behavior (III)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
49	V	<b>Fuyume Sai</b> , <i>Daito Bunka University, Japan</i> Guannan Su, <i>Daito Bunka University, Japan</i>	 <i>An empirical study of impulse purchase in e-commerce live streaming from the e-commerce marketing mix perspective *</i>
63	V	Vandana Ahuja, <i>Symbiosis Institute of Business Management, Symbiosis International University, India</i> Pooja Sehgal Tabeck, <i>Symbiosis Institute of Business Management, Symbiosis International University, India</i> <b>Prerna Arora</b> , <i>Amity Business School, Amity University Uttar Pradesh, Noida, India</i>	<i>Influence of social media platforms on consumers' attitudes for selecting travel destinations.</i>
103	V	<b>Doarka Das</b> , <i>Jyväskylä University School of Business and Economics (JSBE), Finland</i> Aijaz Ahmed Shaikh, <i>Jyväskylä University School of Business and Economics (JSBE), Finland</i>	<i>Evaluating the key factors affecting hedonic motivations of online video game players</i>
105	V	Nan Wang, <i>Wuhan University, China</i> <b>Yuxing Peng</b> , <i>Wuhan University, China</i>	<i>Distinguishing game engagement from task engagement in the gamification of e-commerce platforms: An empirical study of shopping festival games</i>
<b>Session-Room: Y4-B</b>		<b>Chair: Qiong Jia</b> , <i>Hohai University Business School, Nanjing, China</i>	<b>New technology adoption and diffusion (II)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
8	V	Pailing Shih, <i>National Chung Cheng University, Taiwan</i> Dongher Shih, <i>National Yunlin University of Science and Technology, Taiwan</i> <b>Tingwei Wu</b> <i>National Yunlin University of Science and Technology, Taiwan</i> Jhenhong Jhang, <i>National Yunlin University of Science and Technology, Taiwan</i>	<i>Factors of consumers' intention to adopt innovative product LINE POD</i>
77	V	<b>Xibo Liu</b> , <i>Wuhan university, China</i> Bo Yang, <i>Wuhan university, China</i> Haofei Cheng, <i>Wuhan university, China</i> Yongqiang Sun, <i>Wuhan university, China</i>	<i>Investigating the impact of AIGC features on the users' perception of the persuasiveness of AIGC: A perspective of two-dimensional awe emotions</i>
82	P	Donghwan Kwon, <i>School of Business and Technology</i>	<i>Be human-like or AI-like: Investigating the</i>



		<p>Management, KAIST, South Korea</p> <p><b>Jooyoung Kim</b>, School of Business and Technology Management, KAIST, South Korea</p> <p>Sunyoung Choi, School of Business and Technology Management, KAIST, South Korea</p> <p>Yechan Kim, School of Business and Technology Management, KAIST, South Korea</p> <p>Hangjung Zo, School of Business and Technology Management, KAIST, South Korea</p>	<i>impact of the anthropomorphism and decision valence on organizational justice and attractiveness in the AI-recruitment</i>
97	V	<b>Soyeong Park</b> , Department of MIS, National Chengchi University, Taiwan	<i>Discovering Taiwanese engagement with metaverse-embedded Korean idols</i>
<b>HK Time 2:50 PM - 4:10 PM October 21, 2023, Saturday (Y5)</b>			
<b>Session-Room: Y5-A</b>		<b>Chair: Yue Guo,</b> <i>Southern Univ. of Science and Technology, Shenzhen, China</i>	<b>Social media and social computing</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
78	P	<p>Jao-Hong Cheng, National Yunlin University of Science and Technology, Taiwan</p> <p><b>Chun-Chieh Chang</b>, National Yunlin University of Science and Technology, Taiwan</p> <p>Yuan-Kai Chen, National Yunlin University of Science and Technology, Taiwan</p>	<i>Assessing political skill through reputation on e-word-of-mouth in social media</i>
84	V	<p><b>Jou Chun Chen</b>, National Taipei University, Taiwan</p> <p>Yi Yin Wu, National Taipei University, Taiwan</p>	<i>The impact of social media on global venture capital investment: An empirical study of technology and electronic business in Taiwan</i>
89	V	<p>Wei-Jun Wang, National Central University, Taiwan</p> <p>Chun-Kai Wu, National Central University, Taiwan</p> <p><b>Yu-chen Hung</b>, Singapore University of Social Sciences, Singapore</p> <p>Wenting Liu, Singapore University of Social Sciences, Singapore</p> <p>Jing Ren, Singapore University of Social Sciences, Singapore</p> <p>Jorng-Tzong Horng, National Central University, Taiwan</p>	<i>Public sentiment toward ChatGPT on social media X: An evidence of mixed emotions</i>
113	V	<p>Xiaorong Wang, Chongqing Technology and Business University, China</p> <p><b>Yifan Ding</b>, Chongqing Technology and Business University, China</p> <p>Yinghua Huang, San José State University, USA</p>	<i>Stakeholder behaviors of peer-to-peer accommodation: A systematic review (2008-2022)</i>
<b>Session-Room: Y5-B</b>		<b>Chair: Abbas Tarhini,</b> <i>Lebanese American University, Lebanon</i>	<b>EB models and issues (I)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
27	P	<p><b>Xi Chen</b>, National Chengchi University, Department of Management Information Systems. Taiwan</p> <p>Wei-Hsi Hung, National Chengchi University, Department of Management Information Systems. Taiwan</p>	<i>Mitigating effects of the early warning time on individual work technostress</i>
35	P	<p><b>Zhaobin Liu</b>, City University of Hong Kong, China</p> <p>Weiwei Deng, South China Normal University, China</p> <p>Han Chen, South China Normal University, China</p> <p>Jian Ma, City University of Hong Kong, China</p>	<i>Meet the technological needs of industrial clusters with privacy concerns: A patent recommendation method based on federated learning</i>
40	P	<p><b>Suzie Pont</b>, James Cook University, Australia</p> <p>John Hamilton, James Cook University, Australia</p> <p>Stephen Maxwell, James Cook University, Australia</p>	<i>Employee demographics in the human resource space in a religious not-for-profit organization in Australia: Understanding for organizational retention rates</i>
90	V	<p>Yi-Ching Tseng, National Central University, Taiwan</p> <p>Pei-Yi Chen, National Central University, Taiwan</p> <p><b>Jing Ren</b>, Singapore University of Social Sciences, Singapore</p>	<i>Unravelling consumer engagement in influencer marketing: An exploratory UGC analysis</i>



		Yu-Chen Hung, <i>Singapore University of Social Sciences, Singapore</i> Wenting Liu, <i>Singapore University of Social Sciences, Singapore</i> Jorng-Tzong Horng, <i>National Central University, Taiwan</i> Li-Ching Wu, <i>National Central University, Taiwan</i>	
95	V	Jianhong Chen, <i>Shenzhen University, China</i> Liezhen Duan, <i>Shenzhen University, China</i> Yuanyue Feng, <i>Shenzhen University, China</i> Congcong Yang, <i>Dongguan University of Technology, China</i>	 Configuration analysis of factors influencing the sales performance of live streaming e-commerce based on the fsQCA method *
<b>Coffee Break</b>			
<b>HK Time 4:40 PM - 6:00 PM October 21, 2023, Saturday (Y6)</b>			
<b>Session-Room: Y6-A</b>		<b>Chair: Ibrahim M. Al-Jabri</b> <i>King Fahd University of Petroleum and Minerals, Saudi Arabia</i>	<b>IT ethics and data governance</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
33	V	Pei-Chuan Chang, <i>HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium</i>	Legislation trends: Latest data regulation observations in the U.S.
36	P	Josefina Yia-Chun Hong, <i>HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium</i>	Unveiling the potential and pitfalls of ChatGPT: A comprehensive analysis and ethical exploration
37	P	Ya-Chen Liu, <i>HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium</i> Chen-Ho Kuo, <i>HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium</i> Guo-Hua Wang, <i>HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium</i>	Dialogues of creation: Collaborative content generation by human authors and ChatGPT and its impact on the evolving intellectual property landscape
46	P	Kevin K.W. Ho, <i>University of Tsukuba, Japan</i> Shaoyu Ye, <i>University of Tsukuba, Japan</i>	Factors influencing the formation of false health information
76	V	Andreas Hutterer, <i>Johannes Kepler University Linz, Austria</i>	Introduction of data spaces – Status and recommendations for action
<b>Session-Room: Y6-B</b>		<b>Chair: Savvas Papagiannidis</b> <i>Newcastle University, U.K.</i>	<b>Digital transformations in enterprises</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
43	V	Qiong Jia, <i>Hohai University Business School, China</i> Shan Wang, <i>Hohai University Business School, China</i> Wenxue Chen, <i>Hohai University Business School, China</i>	Research on the relationship between digital job crafting, algorithm aversion and job performance in the digital transformation
54	P	John Hamilton, <i>James Cook University, Australia</i> Singwhat Tee, <i>James Cook University, Australia</i> Stephen Maxwell, <i>James Cook University, Australia</i>	AI and firm competitiveness
61	P	Hsiang An Hu, <i>Department of Information Management, National Central University, Taiwan</i> Hsiao-Ting Tseng, <i>Department of Information Management, National Central University, Taiwan</i> Jian Mou, <i>Pusan National University, South Korea</i> Jongki Kim, <i>Pusan National University, South Korea</i>	  From adoption to adaptation: Bridging digital transformation and AI integration in contemporary SMEs #
106	V	Nan Jiang, <i>Lancaster University, UK</i> Ruilin Zhu, <i>Lancaster University, UK</i>	Unlocking opportunities amidst obstacles: Navigating digital transformation challenges in China's manufacturing towns for small and medium-sized enterprises

HK Time 8:00 PM - 9:00 PM October 21, 2023, Saturday (YK)

Location: 2<sup>nd</sup> Floor Ballroom

AGM Awards Banquest

Day 3: October 22, 2023, Sunday

HK Time 8:20 AM - 9:20 AM October 22, 2023, Sunday (Z1)

Session-Room: <b>Z1-A</b>	<b>KEYNOTE V</b>	Chair: <b>Hangjung Zo</b> , <i>Korea Advanced Institute of Science and Technology (KAIST), South Korea</i>
Title: " <i>Tools or partners: Integrating AI in business and healthcare between fear and opportunities</i> " Speaker: <b>Matthieu Guitton, Ph.D.</b> <i>Professor, Université Laval (Quebec City, QC, Canada), Bualuang ASEAN Chair, Thammasat University (Bangkok, Thailand)</i>		

Coffee Break

HK Time 9:50 AM - 10:50 AM October 22, 2023, Sunday (Z2)

Session-Room: <b>Z2-A</b>	<b>KEYNOTE VI</b>	Chair: <b>Kevin K.W. Ho</b> , <i>University of Tsukuba, Japan</i>
Title: " <i>Three studies of blockchain-enabled markets</i> " Speaker: <b>J. Christopher Westland, Ph.D.</b> <i>Professor, Department of Information and Decision Sciences, University of Illinois, Chicago, USA</i>		

HK Time 10:50 AM - 11:50 AM October 22, 2023, Sunday (Z3)

Session-Room: <b>Z3-A</b>	<b>KEYNOTE VII</b>	Chair: <b>Allen Au</b> , <i>National Chung Cheng University, Taiwan</i>
Title: " <i>The cultural values of scholarly journals and their implications for various stakeholders</i> " Speaker: <b>Robert M. Davison, Ph.D.</b> <i>Professor, Department of Information Systems, City University of Hong Kong, SAR China</i>		

Lunch Break

HK Time 1:30 PM - 2:50 PM October 22, 2023, Sunday (Z4)

Session-Room: <b>Z4-A</b>	Chair: <b>Ravi S. Sharma</b> <i>Zayed University, Abu Dhabi, UAE.</i>		<b>AI and its applications (III)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
26	V	Brij B. Gupta, <i>Department of Computer Science and Information Engineering, Asia University, Taiwan</i> Akshat Gaurav, <i>Ronin Institute, USA</i> Kwok Tai Chui, <i>Hong Kong Metropolitan University, China</i>	Convolution neural network (CNN) based phishing attack detection model for e-business in enterprise information systems
34	P	Alex Chen-Ho Kuo, <i>HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium</i>	Enhancing inbound tourism through Taiwan outdoor project and AI-enabled chatbot management
51	P	Matthew Bobea, <i>National Tsing Hua University, Taiwan</i> Galit Shmueli, <i>National Tsing Hua University, Taiwan</i>	Using system dynamics for asking counterfactual questions
55	P	John Hamilton, <i>James Cook University, Australia</i> Stephen Maxwell, <i>James Cook University, Australia</i>	Artificial intelligence (AI), Rio Tinto and firm leading-edge AI competitiveness
Session-Room: <b>Z4-B</b>	Chair: <b>Thurasamy Ramayah</b> <i>Universiti Sains Malaysia, Penang, Malaysia</i>		<b>E-business strategies and models</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
29	V	Terence Sheng-Yow Chen, <i>HEC Liège Executive Education,</i>	Comprehensive risk management matrix in

		Management School- Liège Université, Liège, Belgium	agile EDA project management for semiconductor industry- A case study
30	P	Cheng-Hao Tsai, HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium	The study of e-business models in hospitality management: Comparing hotel reservation systems — Booking.com, Expedia and Agoda
62	V	Yingzhi Guo, Sichuan University, China Yongzhong Yang, Sichuan University, China Kunming Luo, City University of Macau, China	Research on the influence of recommended online testing and evaluation on college students' purchase intention of beauty products
66	P	Petr Brusov, Financial University, Russia Tatiana Filatova, Financial University, Russia Veniamin Kulik, Financial University, Russia She-I Chang, National Chung Cheng University, Taiwan George Lin, National Chung Cheng University, Taiwan Li-Min Chang, National Chung Cheng University, Taiwan	Precision finance: Capital structure theories approach reality
HK Time 2:50 PM - 4:10 PM October 22, 2023, Sunday (Z5)			
Session-Room: Z5-A		Chair: Stuart Orr Melbourne Institute of Technology, Australia	EB models and issues (II)
PID <sup>a</sup>	Mode	Authors	Paper Title
13	V	Shengzan Yan, Nanjing Institute of Technology, China Jun Wang, Nanjing Institute of Technology, China Guodong Liang, Nanjing Institute of Technology, China	The design of agricultural UAV system based on KANO-AHP-QFD
42	V	Jie Wang, Nanjing Institute of Technology, China Jianjun Hou, Nanjing Institute of Technology, China Gabriella Medvegy, University of Pécs, Hungary	The application of digital technology in the protection of architectural cultural heritage
80	P	Yong-Jheng Hong, National Sun Yat-Sen University, Taiwan Cheuk-Hang Au National Chung Cheng University, Taiwan	Navigating privacy fatigue: Overloads and privacy information disclosure in the digital age
92	V	A B M Munibur Rahman, Business School, Wuchang University of Technology, Wuhan, PR China Mohammad Abir Shahid Chowdhury, School of Economics and Management, China University of Geoscience, Wuhan, Hubei PR China Zhan Zhan, Business School, Wuchang University of Technology, Wuhan, PR China Arnab Paul, Business School, Wuchang University of Technology, Wuhan, PR China	Retrospective analysis of natural disaster impact on firm growth: A case in manufacturing firms in Bangladesh
Session-Room: Z5-B		Chair: Jesús Garcia-Madariaga, Universidad Complutense de Madrid, Spain,	Digital marketing and consumer behavior (IV)
PID <sup>a</sup>	Mode	Authors	Paper Title
18	V	Zeng Yitang, Wuhan Business University, China Tang Xuanbin, Wuhan Business University, China Lu Hongxia, Wuhan Business University, China	Study on the influencing factors of Chinese consumers' continuous purchase intention on cross-border beauty products
28	V	Terence Sheng-Yow Chen, HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium	Game theory application for European photonics companies collaborating with Asian EDA firms to develop EDA tools
47	V	Jingtao Yin, Guangdong University of Technology, China Tuxia Chen, Guangdong University of Technology, China Yixun Lin, Beihang University, Beijing, China Helen S. Du, Guangdong University of Technology, China	Intervention mechanism for green disposal behavior in the gamification context
52	V	Zhang Hua, Changzhou University, China Liu Shuangji, Henan Finance University, China	The formation mechanism of customer citizenship behaviors in open innovation community based on SOR model



99	V	Ruixuan Zhang, Wuhan University, China Nan Wang, Wuhan University, China Yuxing Peng, Wuhan University, China	The impact of live streamer type and live streaming scene type on agricultural product purchase intention: A psychological distance perspective
<b>Coffee Break</b>			
<b>HK Time 4:40 PM - 6:00 PM October 22, 2023, Sunday (Z6)</b>			
<b>Session-Room: Z6-A</b>		<b>Chair: Michel De Rougemont, University Paris II, France</b>	<b>Blockchain and FinTech (II)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
19	V	Yao Liu, Nanjing Institute of Technology, China Fei Xu, Nanjing Institute of Technology, China Jiaqi An, Nanjing Institute of Technology, China Shun Zhang, Nanjing Institute of Technology, China Yaqin Dou, Nanjing Institute of Technology, China	Research on the model innovation and governance strategy of Jiangsu green supply chain finance development under the digital background
65	P	Petr Brusov, Financial University, Russia Tatiana Filatova, Financial University, Russia Veniamin Kulik, Financial University, Russia She-I Chang, National Chung Cheng University, Taiwan George Lin, National Chung Cheng University, Taiwan Li-Min Chang, National Chung Cheng University, Taiwan	Can CAPM (capital asset pricing model) accurately value assets?
91	P	Wen Shuo Hsu, National Chung Cheng University, Taiwan Cheuk Hang Au, National Chung Cheng University, Taiwan	Revealing Stablecoin successes: Lessons from a case study on USDT
93	V	Ting-Yu Hsu, Department of CSIE, National Central University, Taoyuan, Taiwan Yin-Chi Tsai, Department of CSIE, National Central University, Taoyuan, Taiwan Yu-chen Hung, Singapore University of Social Sciences, Singapore Wenting Liu, Singapore University of Social Sciences, Singapore Jing Ren, Singapore University of Social Sciences, Singapore Ding Ding, Singapore University of Social Sciences, Singapore Jorng-Tzong Horng, Department of CSIE, National Central University, Taoyuan, Taiwan	Semantics as persuasive cues in donation-based crowdfunding campaigns: The moderating role of donation category
100	P	Gérrard Li, Department of MIS, National Chengchi University, Taiwan Chen-Yuen Kang, Department of MIS, National Chengchi University, Taiwan	Exploring the interplay between online dating, cyberpsychology, and the dynamics of self-representation and deception: A case study on tinder
<b>Session-Room: Z6-B</b>		<b>Chair: Yu-Hsiu Lin, National Chung Cheng University, Taiwan</b>	<b>E-healthcare and gerontechnology (II)</b>
<b>PID<sup>a</sup></b>	<b>Mode</b>	<b>Authors</b>	<b>Paper Title</b>
59	V	Shengzan Yan, Nanjing Institute of Technology and Southeast University, China Yi-Nan Li, Southeast University, China Yiru Chen, Nanjing Institute of Technology, China	Interactive interface design of aging smart home products based on perception ability evaluation
69	V	Wei Chen Cheng, Chest Hospital, Taiwan	Using GAN deep learning method to predict the survival of lung cancer patients
74	P	Li Jung Lu, Department of Information Management, National Chung Cheng University, Chiayi, Taiwan Shao Huan Hsu, Department of Information Management, National Chung Cheng University, Chiayi, Taiwan	Utilizing a gamified mobile app to promote post-COVID nurses in managing their self-health
94	P	Edgar Alexander Duron Ramos, Institute of Service Science, National Tsing Hua University, Taiwan Han-Chien Yu, Institute of Service Science, National Tsing Hua University, Taiwan Soumya Ray, Institute of Service Science, National Tsing Hua	Designing mHealth apps with response activation model and fear appeal to reduce misreporting health information: An experiment on diet behavior self-report

		<i>University, Taiwan</i>	
115	V	Hadeel Alharbi, <i>Hail University, Saudi Arabia</i> John Hamilton, <i>James Cook University, Australia</i> <b>Stephen Maxwell</b> , <i>James Cook University, Australia</i>	COVID 19 and information technology: A systematic review  <b>Please join Session Z6-A in Room A at 6:00 PM for the Closing Ceremony</b>
<b>HK Time 6:00 PM - 6:10 PM October 22, 2023, Sunday</b> <b>Closing Ceremony (at ZOOM Room-A)</b>			
<sup>a</sup> The PID in this table is linked with the improved paper in the PDF format submitted by the author. Please try the link to download the paper. <sup>b</sup> Meeting mode (M)= Virtual (V) or Physical (P). * denotes the outstanding paper; # is the best paper; <b>boldfaced name</b> is the presenter.			

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