

ICEB 2023 Session Overview (1st-Floor Ballroom, HK Time Zone)

Note:

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

<p>Room-A Location: https://hku.zoom.us/j/93241639102?pwd=WnJKVkpOcVhNSXNhTGxS0NYVVVQRUT09 Meeting ID: 932 4163 9102 Passcode: (sent to you by email)</p>	<p>Room-B Location: https://hku.zoom.us/j/93693376773?pwd=ZW1PeDJoaWlXOjV1NDhvMGp3NkhTQT09 Meeting ID: 936 9337 6773 Password: (sent to you by email)</p>
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10/19/2023 Thursday 18:30 –21:00 Welcome Dinner at 2nd-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	<p>X1-A^a: KEYNOTE I</p> <p><i>“The rise of empirical online platform research in the new millennium”</i></p> <p>– Prof. H. Kenny Cheng (On site) Chair: Eldon Y. Li, <i>National Chung Cheng University, Chiayi, Taiwan</i></p>	<p>Y1-A: Blockchain and FinTech (I) PID: 3, 50, 98 Chair: William Y.C. Wang, <i>University of Waikato, New Zealand</i></p> <p>Y1-B: E-business education and e-learning (II) PID: 32, 64*, 102 Chair: Singwaht Tee, <i>James Cook University, Australia BD</i></p>	<p>Z1-A: KEYNOTE V</p> <p><i>“Tools or partners: Integrating AI in business and healthcare between fear and opportunities”</i></p> <p>– Prof. Matthieu Guitton (Quebec City) Chair: Hangjung Zo, <i>Korea Advanced Institute of Science and Technology (KAIST), South Korea</i></p>
09:20 -- 09:50	Coffee break	Coffee break	Coffee break
09:50 -- 10:50	<p>X2-A^a: KEYNOTE II</p> <p><i>“Information systems research strategy”</i></p> <p>– Prof. Guy Gable (Australia) Chair: James, J. Jiang, <i>National Taiwan University</i></p>	<p>Y2-A: Digital marketing and consumer behavior (I) PID: 4, 31*, 107* Chair: Fuyume Sai, <i>Daito Bunka University, Japan</i></p> <p>Y2-B: E-healthcare and gerontechnology (I) PID: 70, 75, 111 Chair: Pei-Lee Teh, <i>Monash University, Malaysia</i></p>	<p>Z2-A: KEYNOTE VI</p> <p><i>“Three studies of blockchain-enabled markets”</i></p> <p>– Prof. J. Chris Westland (Chicago) Chair: Kevin K.W. Ho, <i>University of Tsukuba, Japan</i></p>
10:50 -- 11:50	<p>X3-A^a: KEYNOTE III</p> <p><i>“A study on the use of online collaboration tools for mutual aid in emergencies”</i></p> <p>– Prof. Patrick Y.K. Chau (On site) Chair: John Hamilton, <i>James Cook University, Australia</i></p>	<p>Y3-A: Digital marketing and consumer behavior (II) PID: 24, 60, 108 Chair: Chong Guan, <i>Singapore University of Social Sciences, Singapore</i></p> <p>Y3-B: New technology adoption and diffusion (I) PID: 72, 73, 83, 109 Chair: Victor Chen, <i>National Cheng Kung University, Taiwan</i></p>	<p>Z3-A: KEYNOTE VII</p> <p><i>“The cultural values of scholarly journals and their implications for various stakeholders”</i></p> <p>– Prof. Robert M. Davison (HK 10:50--11:50) Chair: Allen Au, <i>National Chung Cheng University, Taiwan</i></p>
12:00 -- 13:30	Lunch break	Lunch break	Lunch break
13:30 -- 14:50	<p>X4-A: E-business education and e-learning (I) PID: 2, 5, 12, 23*, 56</p>	<p>Y4-A: Digital marketing and consumer behavior (III) PID: 49*, 63, 103, 105</p>	<p>Z4-A: AI and its applications (III) PID: 26, 34, 51, 55 Chair: Ravi Sharma, <i>Zayed</i></p>

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

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.

Online Conference Program & Papers

We are aiming to undertake a sustainable conference. Please visit the link below to access the Program Book and the conference papers to plan for your attendance.
<http://iceb2023.johogo.com/>

Certificate of Presentation

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.