ICEC2023

24th International Conference on Electronic Commerce

Program Book

XI'AN, CHINA

JUNE 29-JULY 2, 2023

ICEC2023 Program Book

- **Overall Schedule of ICEC2023 at Xi'an**
- **Workshop on Generative AI and Bright Internet**
- **Distinguished Keynote Speeches**
- **Schedule of Academic Paper Sessions**
- **Social Events Summary: Dinners and Lunches**

Xi'an Jiaotong University, School of Management and School of Economics and Finance
Address: 28 Xianning West Road, Xi'an, Shaanxi 710049, China (http://en.xjtu.edu.cn)

Nanyang Hotel at https://www.jdnyhotel.com/en/index.html (Next to Xi'an Jiaotong Univ.).
No.1 South Xingqing Road, Beilin District, Xi'an, Shaanxi Province, China

Overall Schedule of ICEC 2023 at Xi'an

June 29 (Thursday)

14:00 - 18:00 Discussion Group Meetings
14:00 - 20:00 On-site Registration opens at Nanyang Hotel
18:00 - 20:00 Welcome Reception at Nanyang Hotel for all registered participants
19:30 - 20:30 ICEC Executive Committee Meeting (Conference Room No.5, Nanyang Hotel)

June 30 (Friday)

Workshop on AI/ChatGPT and Bright Internet [Venue: Room 517, School of Management, Xi'an Jiaotong University]
09:00 - 12:00 Unveiling the Benefits and Impacts of AIGC in E-Commerce

  09:00 - 10:20
  Keynote: Kyung Jun Lee, **Exploring the ChatGPT Revolution: Opportunities and Challenges**
  Panel 1: Perspectives of AIGC's Techniques, Products, Users, and Market (Chairs: Jie Ma and Xiaoyi Yao)

- Yu Zhao (Southwestern University of Finance and Economics), "SwufeBrain: AIGC for Social Science"
- Chen Wang (California State University, Fullerton) "The Soul and Power of AIGC - An Art, Design and Semiotics Perspective"

  10:40 - 12:00
  Panel 2: Pursuit of Generative AI in the Evolution of E-Commerce (Chairs: Yu Zhao and Chen Wang)

- Jie Ma (Wuxi Tsinghua Institute of Applied Technologies), "Is the Transformer-Based ChatGPT Transforming Our Society?"
- Mingming Xie (Beijing Sitai Zhengde Technology Development Co., Ltd), "Process-oriented vs. Outcomes-oriented – Dilemma bought up by ChapGPT in Business Process Optimization"
- Xiaoyi Yao (King & Wood Mallesons Law Firm), "Navigating the Legal Landscape of AI-Driven Generative Technologies"

12:00 - 14:00 Luncheon at Xi'an Jiaotong University Canteen (Wutong Garden, 2nd Fl, Buffet)

14:00 - 15:20 AI and Bright Internet
   Keynote: Zhangxi Lin
 "From Reproduction to Comprehension: AIGC Yesterday, Today and Tomorrow"

   Panel 3: AI and Bright Internet
- Xiao Sheng Tan (Beijing Genius CyberTech), "Multimodal Deep Learning AI Model for Cyber Threat Detection"
- Chuang Wu (Xi'an Jiaotong University), "Governance of Corporate Digital Responsibility"
- Yunfeng Zang (Shanghai Yovole Networks Ltd.), "AI in Computility Exchange and a Case Study in Shanghai"

15:40 - 17:00 Paper Session A0: AI Generated Content

18:00 - 20:00 VIP Dinner (Invitation Only) leave at Nanyang Hotel

July1 (Saturday)

Opening Ceremony and Keynote Speeches [Venue: Room 101 Science Hall, Xi'an Jiaotong University]
   08:30 - 09:10 Opening Ceremony [Chair: Shan Liu (Associate Dean of School of Management, Xi'an Jiaotong University),
                                 Xiaoyu Xu (Associate Professor of School of Economics and Finance, Xi'an Jiaotong University)]
   Professor Hong Mei (Director of Social Science Department, Xi'an Jiaotong University)
   Professor Qi Li (Honorary Chair, Professor, Xi'an Jiaotong University)
   Professor Gaoliang Tian (Associate Dean of School of Management, Xi'an Jiaotong University)
   Professor Jun Wen (Associate Dean of School of Economics and Finance, Xi'an Jiaotong University)
   Professor Gyoo Gun Lim (President of ICEC Center, Vice-President and Professor of Hanyang University, Seoul)

Keynote Session [Chair: Shan Liu (Vice-Dean and Professor of School of Management, Xi'an Jiaotong University)]

09:10 - 09:45 Han Zhang, Georgia Institute of Technology, USA, "**From Replication to Triangulation and Beyond: Multiple-Method/Study Trends in IS Research**"
09:45 - 10:20 Xianjun Geng, Tulane University, USA, "**Upstream Bundling and Distribution Contracts**"
10:20 - 10:40 Break and Photo Time

Keynote Session [Chair: Xiaoyu Xu (Associate Professor, School of Economics and Finance, Xi'an Jiaotong University)]
10:40 - 11:15 Robert Xin Luo (Professor, New Mexico University, USA), "**Value Co-Creation in Live Streaming E-Commerce**"
11:15 - 11:50 Yunpeng Zhang (COO, Xi'an Future Artificial Intelligence Computing Center of Huawei China), "**Xi'an Future Artificial Intelligence Computing Center and Huawei Shengteng Artificial Intelligence Platform**"
11:50 - 12:00 Announcement of ICEC 2024 (Prof. Sang Kon Lee, Conference Chair of ICEC2024)

12:00 -14:00 Lunch at Nanyang Hotel

Academic Papers Sessions (Conference Room No.1, No. 2, No.3, No.5, Nanyang Hotel)

14:00 - 15:20 Academic Papers Tracks
    A1: Performance of AI Models
    B1: Cross-border E-Commerce
    C1: Social Commerce
    D1: Consumer Behaviors
15:40 - 17:00 Academic Papers Tracks
    A2: Text Mining by Topic Modeling and Sentiment Analysis
    B2: Effect of Online Consumers' Review
    C2: Trust and Privacy
    D2: Comparison Shopping and Purchase Decision

17:20 - 18:40 Academic Papers Tracks
    A3: AI and Human: Collaboration and Competition
    B3: Live Commerce
    C3: Healthcare and Digital Policy
    D3: Digital Innovation

ICEC - Innovation Track (Conference Room 1206, Room 1308, Publishing BLDG)

14:00 - 14:15 Academic Papers Tracks
    E1: Business NFT Encrypted Digital Art
    F1: Sustainable Development of Rural E-Commerce

14:15 - 14:30 Academic Papers Tracks
    E2: Integration of E-Commerce and Social Media
    F2: Innovation and Entrepreneurship Education in Universities

14:30 - 14:45 Academic Papers Tracks
    E3: Enterprises Participate in The Training of Colleges
    F3: China's Digital Economy Free Trade Pilot Zone

14:45 - 15:00 Academic Papers Tracks
    E4: Impulse Buying Mechanism of Consumers
    F4: Social Networks and Social Media

15:00 - 15:15 Academic Papers Tracks
    E5: County Economic High-Quality Development
    F5: Tourists' Use of Global Travel App

15:15 - 15:30 Academic Papers Tracks
 E6: Retailer Pricing Strategy
 F6: App of Clothing Customization E-Commerce

15:30 - 15:45 Academic Papers Tracks
 E7: Consumer Decision-Making Behavior
 F7: Digital Transformation of Services

15:45 - 16:00 Academic Papers Tracks
 E8: Rural Science Popularization
 F8: Training of E-Commerce Professionals

16:00 - 18:00 Virtual Teaching and Research Room Academic Discussion and Related Work Exchange (Room 1206, Publishing BLDG)
19:00 - 21:00 Banquet and Best Paper Awards (Nanyang Hotel)

July2 (Sunday)

09:00 -17:00 Post-Conference Workshops

Workshop on Generative AI and Bright Internet

June 30, 2023 (Friday), 9:00 am-3:30 pm at Rm 517, 5F, School of Management, Xi'an Jiaotong University,

Purpose of Workshop

This workshop reviews the progress of Generative AI from pioneering ChatGPT and many competing tools in the USA, China, and South Korea. The experts from academia and industry present the interesting topics about the opportunities & challenges and yesterday & future of Generative AI. We review the social impacts and responsibility aspects of AI with the perspective Bright Origin research. We will have two keynote speeches by outstanding active speakers and three panels on AI Generated Contents and AI enabled Bright Internet Research. This workshop will give knowledge about the progress of this field and insight for the future academic research.

Chairs: Jae Kyu Lee, Shan Liu (Xi'an Jiaotong University) and Zhangxi Lin (Texas Tech University)

Jae Kyu Lee is a Distinguished Professor of School of Management at Xi'an Jiaotong University and Professor Emeritus of Korea Advanced Institute of Science and Technology (KAIST). He has been professor of KAIST since 1985, and finished his tenure as HHI Chair Professor. He received fellow and LEO Award and served the President (2015-6) of Association for Information Systems. He is the founder of Principles for the Bright Internet and founded Bright Internet Research Center at KAIST and Xi'an Jiaotong University. He also founded the Bright Internet Global Summit and Bright Internet Project Consortium in 2019 as posted at www.brightinternet.org. He received his Ph.D. in Information and Operations Management from the Wharton School, University of Pennsylvania in 1985. His research area covers AI, eCommerce, information systems, and Bright Internet.

Shan Liu is a Professor of information systems and e-commerce and Associate Dean of School of Management at Xi'an Jiaotong University. He serves as the founding executive editor of Data Science and Management. He received the Ph.D. degree in management science and engineering from the Huazhong University of Science and Technology, Wuhan, China, in 2009. He has authored or coauthored more than 80 refereed articles, including articles that have appeared or accepted in the Journal of Operations Management, the IEEE Transactions on Engineering Management, Information Systems Journal, European Journal of Information Systems, European Journal of Operational Research, and Information and Management. His research interests include IT project management, E-commerce, and data analytics.

09:00 - 10:20 am
Keynote Speech 1: Kyoung Jun Lee
"Exploring the ChatGPT Revolution: Opportunities and Challenges"

This speech covers the revolutionary aspects of hyperscale foundation models, with a specific focus on GPT-4, from conversational, generative, and general AI perspectives. Additionally, we will examine the impact of the GPT revolution on various industries and explore new business models using case studies, as well as discuss future prospects. Lastly, we will share ongoing research and development efforts to integrate transformers with federated learning.
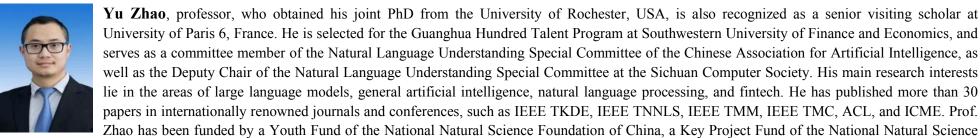
Kyoung Jun Lee is a professor of AI and Business at Kyung Hee University in Seoul, South Korea. He is the director of Research Institute of UCAI (User-Centric AI) Forum and the Humanitas Big Data Research Center. Lee received his B.S., M.S., and Ph.D. degrees in Management Science from the Korea Advanced Institute of Science and Technology (KAIST), as well as a M.S. and Ph.D. in Public Administration from Seoul National University. Lee has won the Innovative Applications of Artificial Intelligence Awards from the American Association for Artificial Intelligence (AAAI) in 1995, 1997, and 2020. He has also served as a visiting scientist and professor at Carnegie Mellon University, the Massachusetts Institute of Technology, and the University of California at Berkeley. Lee was the President of the Korean Intelligent Information Systems Society in 2017.

Panel 1: Perspectives of AIGC's Techniques, Products, Users, and Market
(Chairs: Jie Ma and Xiaoyi Yao)
- "SwufeBrain: AIGC for Social Science", Yu Zhao, Southwestern University of Finance and Economics
- "The Soul and Power of AIGC - An Art, Design and Semiotics Perspective", Chen Wang, California State University, Fullerton

Yu Zhao, professor, who obtained his joint PhD from the University of Rochester, USA, is also recognized as a senior visiting scholar at University of Paris 6, France. He is selected for the Guanghua Hundred Talent Program at Southwestern University of Finance and Economics, and serves as a committee member of the Natural Language Understanding Special Committee of the Chinese Association for Artificial Intelligence, as well as the Deputy Chair of the Natural Language Understanding Special Committee at the Sichuan Computer Society. His main research interests lie in the areas of large language models, general artificial intelligence, natural language processing, and fintech. He has published more than 30 papers in internationally renowned journals and conferences, such as IEEE TKDE, IEEE TNNLS, IEEE TMM, IEEE TMC, ACL, and ICME. Prof. Zhao has been funded by a Youth Fund of the National Natural Science Foundation of China, a Key Project Fund of the National Natural Science Foundation of Sichuan Province, and a General Fund of the National Natural Science Foundation of Sichuan Province. Finally, he has written one monograph and co-authored one textbook.

Chen Wang is a professor of Graphic & Interactive design at California State University; With expertise in user interface and user experience design, his research spans various design fields, including semantic studies, data visualization, accessibility design, information design and branding.

10:40am - 12:00pm Tea Break

Panel 2: Pursuit of Generative AI in the Evolution of E-Commerce
(Chairs: Yu Zhao and Chen Wang)
- "Is the Transformer-Based ChatGPT Transforming Our Society?", Jie Ma, Wuxi Tsinghua Institute of Applied Technologies.
- "Process-oriented vs. Outcomes-oriented– Dilemma bought up by ChapGPT in Business Process Optimization",
Mingming Xie, Beijing Sitai Zhengde Technology Development Co., Ltd.
- "Navigating the Legal Landscape of AI-Driven Generative Technologies", Xiaoyi Yao, King & Wood Mallesons (Law firm)

Jie Ma serves as the Research Director at the Wuxi Tsinghua Institute of Applied Technologies. He obtained his PhD from University of Portsmouth in the UK. Previously he worked as the Research Director for the Institute for Data Science in Tsinghua University, and once held the position of CTO at a prominent big data company. With a strong background in big data analytics, Dr. Ma's current focus lies in the field of post-quantum cryptography (PQC).

Mingming Xie is the founder and president of Beijing Sitai Zhengde Technology Development Co., Ltd. After obtaining his MBA degree from Texas Tech University, he founded SOFT TECH company in Silicon Valley, USA, in 1994. In 1999, invited by the State Council Informatization Leading Group and the National Development and Reform Commission, he settled down in Beijing and has been dedicated in China's software industry. His contributions include first initiating and promoting Capability Maturity Model Integration (CMMI) in China, involved into planning software industry at the state level, developing software project management standards for China, providing advanced consulting services for China's leading banks and State Grid, etc. Mr. Xie is working on a new project in upgrading his company's services for China's software industry with AIGC technologies.

Xiaoyi Yao is an international partner at the renowned international law firm, King & Wood Mallesons. Holding a Ph.D. in Biochemistry, her expertise lies in intellectual property litigation. Dr. Yao is also adept at addressing complex legal matters and has provided guidance to clients on the potential rights and risks associated with cutting-edge AI technologies, such as ChatGPT.

12:00- 14:00 pm
Luncheon at Xi'an Jiaotong University Canteen (Wutong Garden, 2nd Fl, Buffet)

14:00- 15:20 pm
Keynote Speech 2: Zhangxi Lin
"From Reproduction to Comprehension: AIGC Yesterday, Today and Tomorrow"

This speech will present the evolution of AIGC (Artificial Intelligence Generated Content) from simple reproduction to advanced comprehension, its current state, and future trend. We will explore the feasibility and strategy of combining deep learning with cognitive learning towards the ultimate goal of achieving artificial general intelligence. Furthermore, it will also discuss the challenging issues surrounding AIGC applications, such as knowledge fusion, security impact, legal problems, and more.

Zhangxi Lin is a Professor Emeritus at Texas Tech University, holding a Ph.D. in Information Systems from The University of Texas at Austin, as well as a Master's degree in Computer Applications from Tsinghua University and another Master's degree in Economics from The University of Texas at Austin. Professor Lin's journey with AI began during his studies at Tsinghua University from 1979 to 1982. In 1989, he published his paper on knowledge-based text report generation. He began his foray into electronic commerce research in 1993, and since 1995, he has been a passionate advocate for electronic commerce research and entrepreneurship in China. Starting from 2007, Professor Lin's research interests have gradually extended to several domains, including Big Data, FinTech, blockchain, and the Digital Economy. His previous work in AI and E-commerce has enriched these areas of study. Additionally, he serves as a steering member of the International Conference on Electronic Commerce.

Panel 3: AI and Bright Internet
- Multimodal Deep Learning AI Model for Cyber Threat Detection, Tan Xiao Sheng, Beijing Genius CyberTech
- Governance of Corporate Digital Responsibility, Chuang Wu at Xi'an Jiaotong University
- AI in Computility Exchange and a Case Study in Shanghai, Yunfeng Zang, Shanghai Yovole Networks Ltd.

Tan Xiao Sheng is the Founder, Chairman and CEO of Beijing Genius Cyber Tech Co.,Ltd. He served the Technology President and Chief Security Officer of 360 Group, and special consultant under the Cybersecurity Bureau of Ministry of Public Security and Director and Deputy Secretary-general of China Computer Federation (CCF).　He also served as CTO of Yahoo! China; COO and CTO of MySpace China. He was awarded as top of Zhong Guan Cun's leading talents in 2012, and received an outstanding cybersecurity talent title from China Internet Development Foundation in 2018.

Chuang Wu is an Assistant Professor in School of Management at Xi'an Jiaotong University. His research interests focused on corporate social responsibility, entrepreneurship, innovation, corporate governance, and corporate strategy. His work has been published in some scholarly journals including *Journal of Management, IEEE Transactions on Engineering Management.*

Yunfeng Zang is the senior vice president and chief technology officer (CTO) of Shanghai Yovole Networks Inc. He leads Yovole's long-term technology vision, and is responsible for the operations and development of Yovole Cloud platform and the Operation Automation products. VP Yunfeng Zang was a founding Director of Board of Bright Internet Project Consortium since July 2019. He proposed and designed the idea of Bright Cloud that his own company Yovole Cloud can adopt for research and operate for business.

This speech covers the introduction of the China national strategy of "West Compute for East Data", the infrastructure of computility (Compute + Utility) and the network development that reinforces the basis of AI development.　Shanghai, as the forerunner, launched the first regional Computility Exchange based upon Shanghai Internet Exchange.　This speech will share some of the typical landscapes of the Computility Exchange in associate with AI.

June 30th, 3:40 - 5:00 pm at Xi'an Jiaotong University (517 School of Management, 5FL)

Paper Session A0: AI Generated Content (Chair: Taeho Hong)

Sang-Hyeak Yoon and So-Hyun Lee, "Exploring the Pros and Cons of Generative AI Services: A Comprehensive Analysis of ChatGPT and Its Applications"

Kangxin Hui, Shan Liu and Baojun Gao "AIGC as the platform complementor: Will the Competitive Intensity of crowdsourcing contests be enhanced?"

Yuansong Piao, Yixin Qiu, Baek Jeong and Kyoung Jun Lee, "An Explorative Study for Federated Learning-based AI Sharing Platform Development Methodology"

Olga Chernyaeva and Taeho Hong, Integrating Deep Learning and Explainable AI to Enhance the Accuracy and Transparency

Distinguished Keynote Speeches

July 1st, 2023 (Saturday), 8:30 am-12:00 pm at Xi'an Jiaotong University

"From Replication to Triangulation and Beyond: Multiple-Method/Study Trends in IS Research"

Triangulation through multiple studies and/or methods is increasingly common in quantitative research in the information systems (IS) discipline (including electronic commerce). This speech will discuss replication vs. triangulation, mixed methods vs. multiple methods, and why and how we conduct multiple studies in IS research. The speaker will use case studies to illustrate the aforementioned issues, share reflections on conducting multiple studies, and offer suggestions for journal reviewers and editors to better evaluate the need to request additional studies during the paper review process.

Han Zhang is a Professor of Information Technology Management (ITM) and Steven A. Denning Professor of Technology & Management at the Scheller College of Business, Georgia Institute of Technology. His research focuses on online trust and reputation, user-generated content, online healthcare, and human-AI interaction. He has published in MIS Quarterly, Information Systems Research, Journal of Marketing Research, Production and Operations Management, Journal of Management Information Systems, and other reputable academic journals. His research has been featured in Wall Street Journal. Professor Zhang is a co-founder of China Summer Workshop on Information Management (CSWIM). He currently serves as a senior editor for MIS Quarterly and Co-Editor-in-Chief for Information & Management.

"Upstream Bundling and Distribution Contracts"

We examine the interaction between a firm's bundling strategy and a platform's distribution contract decision. Under the wholesale contract, we identify a wholesale-price-concession effect, a collective consequence of both upstream bundling and double marginalization, where an increase of market heterogeneity can trigger a lower wholesale price from the firm. Under the agency contract, our analysis demonstrates that the commission rate can have non-monotone effects on the firm's bundling strategy due to a non-cost-bearing effect, whereby an increase in retail price enlarges the proportion of revenue allocated to the firm and is further amplified by the commission rate. We next show when and how the firm makes different bundling decisions under wholesale and agency contracts. We then discuss the platform's optimal distribution contract decision..

Xianjun Geng is a Professor of Management Science, Freeman School Distinguished Chair in Business, and Senior Associate Dean for Academic Programs at the A. B. Freeman School of Business in Tulane University. His research interests include pricing, supply chain management, business analytics, information security and behavioral economics. His work has appeared in Management Science (in IS, Marketing and OM departments), Information Systems Research, MIS Quarterly, Journal of Management Information Systems, Production and Operations Management, Journal of Marketing, Marketing Science, Journal of Retailing and other academic journals. Geng currently serves as Senior Editor for Production and Operations Management. Previously he served as Associate Editor for Management Science, Information Systems Research and MIS Quarterly.

"Value Co-Creation in Live Streaming E-Commerce"

This talk presents three progressive research on the change of the mechanism of enterprise value creation: development of the live e-commerce model from the budding stage (2019-2020) to the commercial realization stage (2020-2021) to the commercial explosion stage (2021-present). This study for the first time conducts an in-depth study based on a mixed-methods approach, taking the live e-business established by enterprises as an example, to provide feasible suggestions on how enterprises can optimize the use of digital technologies to create economic and social added value at different stages from the perspective of digital accessibility. The overall aim of the talk is to analyze how digital technology can reconfigure the "People, Product, Place" of live e-commerce so as to help governments, platforms, and enterprises cope with the economic development in the uncertain environment in the post-epidemic era.

Xin "Robert" Luo is an Endowed Dean's Professor of Research Excellence and tenured Full Professor of Management Information Systems at the Anderson School of Management of the University of New Mexico. Prof. Luo's research interests center around behavioral information systems security management, privacy protection, innovative technologies for strategic decision-making and development, and cross-cultural IT management. He has published in prestigious international journals such as Information Systems Research, Journal of Operations Management, Production and Operations Management, Journal of Management Information Systems, Journal of the Association for Information Systems, among others.

"Xi'an Future Artificial Intelligence Computing Center and Huawei Shengteng Artificial Intelligence Platform"

Xi'an Future Artificial Intelligence Computing Center, with the key support of Artificial Intelligence hardware and software infrastructure based on Huawei Ascension architecture, focuses on building a center and creating four ecological platforms to achieve a closed loop of Artificial Intelligence "government-industry-study-research-application", and has provided computing power services for 125 enterprises, universities and scientific research institutions since its operation.

Yunpeng Zhang is COO of Xi'an Future Artificial Intelligence Computing Center. He has worked in Huawei for more than ten years, and was responsible for the energy industry leader of Huawei China, with many years of Artificial Intelligence experience.

Schedule of Academic Paper Sessions

June 30th, 3:40 - 5:00 pm at Xi'an Jiaotong University (517 School of Management, 5FL)

Paper Session A0: AI Generated Content (Chair: Taeho Hong)

Sang-Hyeak Yoon and So-Hyun Lee, "Exploring the Pros and Cons of Generative AI Services: A Comprehensive Analysis of ChatGPT and Its Applications"

Kangxin Hui, Shan Liu and Baojun Gao "AIGC as the platform complementor: Will the Competitive Intensity of crowdsourcing contests be enhanced?"

Yuansong Piao, Yixin Qiu, Baek Jeong and Kyoung Jun Lee, "An Explorative Study for Federated Learning-based AI Sharing Platform Development Methodology"

Olga Chernyaeva and Taeho Hong, Integrating Deep Learning and Explainable AI to Enhance the Accuracy and Transparency

July 1st, 2:00- 3:20 pm (Conference Room No.1, No. 2, No.3, No.5, Nanyang Hotel)

Paper Session A1: Performance of AI Models (Chair: Sang-Hyeak Yoon)

Seoyoun Lee, Yoko Ogushi, Jaehyun Park and Younghoon Chang, "Antecedents of Artificial Intelligence Training Data Quality: An Empirical Study"

Mingxuan Sun, "Can Reinforcement Learning Improve Order Decision in Multi-echelon Inventory Systems? A Linear System Case Study"

Minju An, Sehyoung Kim, Juyoung Kang and Hansol Lee, "Developing a Text Mining-Based Taxonomy for Automobile Insurance Fraud Detection"
<Virtual>

July 1st, 2:00- 3:20 pm

Paper Session B1: Crossborder E-Commerce (Chair: Huijie Li)

Huijie Li, Jin Li, Zhe Bai and Shuyi Ma, "Prediction of Cross-border Data Transmission based on VMD-ARIMA"

Xueyan Yang and Tianxin Ji, "How to Break the Wall of Cross-border E-commerce Export of Characteristic Agricultural Products? - Analysis Based on the Configuration Perspective"

Yang Liu, Shaomin Yang, Na Lv, Xin Gao, Chunyan Qiu, "Empirical Evidence of Mobile Shopping APP Consumer Usage Intention"

July 1st, 2:00- 3:20 pm

Paper Session C1: Social Commerce (Chair: Jinglei Tang)

Jinglei Tang, Shan Liu, Baojun Gao and Qing Zhu, "Does Content Co-Creation Foster User Engagement? Evidence from an Online Video Community"

Qing-Dan Jia and Hua Chen, "Exploring the Role of Social Commerce in Influencing Consumers' Purchase Decisions in CBEC: the Perspective of Signaling Theory"

Chengnan Jiang and Sung-Byung Yang, "Herding Behavior in Social Live Commerce: An Experimental Study"

Yizhen Wei and Kai Li, "How do Online Sellers Operate Social Media? An Evidence from Weibo and Taobao"

July 1st, 2:00- 3:20 pm

Paper Session D1: Consumer Behaviors (Chair: Weiwei Han)

Shuxian Li and Sung-Byung Yang, "When Does Play Turn to Stress? Exploring the Negative Effects of Gamification on Shopping Apps"

Weiwei Han, "The Neurological Impact of OWOM on Purchase Decision"

Yuxue Shi, Xianfeng Zhang, Xinlei Cui and Ping Wang, "Will Coolness Bring in Customer Citizenship Behavior? A Study in Smart Robot Restaurant"

Xiaorong Wang, Yifan Ding and Yinghua Huang, "Consumer Psychology and Behaviors in Peer-to-Peer Accommodation: A Systematic Review (2008-2022)"

July 1st, 3:40-5:00 pm

Paper Session A2: Text Mining by Topic Modeling and Sentiment Analysis (Chair: Suhn Beom Kwon)

Hyeon-Kyung Kim, Junghoon Lee and Sunku Kang, "Topic Modeling on Patent and Article Big data Using BERTopic and Analyzing Technological Trends of AI Semiconductor Industry"

Jeongrok Choe, Junghoon Lee and Juyeon Kim, "A Study on Technology Trend Analysis Using Dynamic Topic Model: Focusing on domestic/foreign hydrogen fuel cell technology"

Mingqi Fu, Jae Kyu Lee, Jiaxin Li and Shan Liu, "What do Customers say on the Online Reviews about their Satisfaction?"

Jae Ik Ahn, Gyoo Gun Lim and Suhn Beom Kwon, "The Effect of Economic Sentiment on E-Commerce in South Korea"

Paper Session B2: Effect of Online Consumers' Review (Chair: Sung-Byung Yang)

Yan Sun and Sung-Byung Yang, "The Impact of Human Faces in User-Generated Photos: Evidence from Online Reviews"

Qingping Zhao and Xinyu Sun, "Popular Q&As and Online Reviews: The Effects by Experience Products and Search Products" **<Virtual>**

Jongpil Yoon, Hanjin Lee, Daihwan Min and Ucheol Jung, "Impact of Purchase Reviews on Helpfulness: Evidence from an Online Grocery Platform in South Korea" **<Virtual>**

July 1st, 3:40-5:00 pm

Paper Session C2: Trust and Privacy (Chair: Junghoon Lee)

Ahro Kum, Junghoon Lee and Daeun Lee, "A Research on the Transference of Trust from Service Provider to MyData Banking Service"

Chia Wei Lu, Jin Li and Shuang Wu, "Impacts of Specialist Responses on Direct Rewards: Credibility and Channel Moderations"

Yangyin Lin, Qiang Ye and Hao Xia, "A Blockchain and Privacy Computing-enabled Framework for Data Sharing in FinTech Lending" **<Virtual>**

Li Gui and Xinyu Sun, "The Effect of Airbnb Host Description on Consumer Behavior" **<Virtual>**

July 1st, 3:40-5:00 pm

Paper Session D2: Comparison and Purchase Decision (Chair: Wei Wang)

Zhu Luo and Tianqing Wang, "Effect of Broadcasting Mode on Purchase Decision"

Xuyuan Wei, Yi Cheng and Xiaoyu Xu, "Study on Vlog Dependency Path Based on Comparison of Two Products"

Ruifa Zhou and Sung-Byung Yang, "Consumer Resistance to Food Ordering with the WeChat Mini-Program: A Mixed-Methods Approach"

July 1st, 5:20-6:40 pm

Paper Session A3: AI and Human: Collaboration and Competition (Chair: Dan Song)

Dan Song and Zhaohua Deng, "The Effect of AI's Estimated Accuracy and Actual Performance on Human-AI Collaboration"

Minhong Zhou, Xiao Y Xu and Bo Zhou, "Weibo users' views on AI tools such as ChatGPT --based on LDA and NLP sentiment analysis"

Peng Lu and Xianfeng Zhang, "Robotic or human disinfection? Effect on response efficacy and stay intention"

Guoxin Wang, Shouwang Lu and Kanliang Wang, "Complementing or Compromising? The Effects of AI-Human Decision Order on Users' Evaluation"

July 1st, 5:20-6:40 pm

Paper Session B3: Live Commerce (Chair: Gyoo Gun Lim)

Dong Woo Kim, Gunhi Kim, Jae Ik Ahn and Gyoo Gun Lim, "A Study on Demand Forecasting for Live-Commerce Cosmetics"

Kuang Wu, "How the human contact degrees of recycled water products influence consumers' online review search behavior: Evidence from eye-tracking sensors"

Xingfen Liu, Zhongbao Zhou and Feimin Zhong, "Resolving Information Reliability Issue in Live Streaming through Blockchain Adoption?"
   <Virtual>

July 1st, 5:20-6:40 pm

Paper Session C3: Healthcare and Digital Policy (Chair: Shiyi Hu)

Yichan Wei, Xiaoxiao Liu, Huijing Guo, Yan Li and Mingye Hu, "The Hidden Cost of Internet Healthcare Coverage: The Erosion of Patient Data Quality"

Licai Lei and Shiyi Hu, "Does Peer Really Influence Doctors' Knowledge Contribution Behavior? Evidence from Online Health Communities"

Chengman Jin, Baek Jeong and Kyoung Jun Lee, "Research on Automatic Policy Classification for China's Policy"

Li Shuang, Azhan Rashid Senaw and Nur Azirah Zahida Mohamad Mohamad Azhar, "Digital Literacy's Contribution to Rural Revitalization"
   <Virtual>

July 1st, 5:20-6:40 pm

Paper Session D3: Digital Innovation (Chair: Jinbing Qin)

Wang Xiaojuan and Fan Xiaoting, "Spatial Correlation of Resources and Innovation Efficiency in High Tech Industries"

Dejing Kong, Jinbing Qin and Yufei Liu, "Dynamic Innovative Evolution Path of Digital Ecosystem"

Huang YiHan, Cheng Fan, Li Liwei, "The impact of digital transformation of small and medium-sized enterprises on business model innovation based on organizational ecology"

YunboDing, Qinghong Shuai, Jiao Liu, Luyue Zhang and Wanqiu Deng, "The Application of Digital Platform in the Digital Transformation of Construction Industry - Case Study of Huashi Group Co. **\<Virtual\>**

Poster Papers

- Sang Kon Lee, Ha Yan Jeon, Philsung Kim and Min Sun Kim, Relative Importance of Factors for Implementing Living Labs Using SNA and AHP Techniques: Korean Government-supported Projects Case
- Ji Mingyu and Wei Ning, eRobot: Analysis, Design and Implementation of an E-commerce Robot
- Huan Sun, Wei-Hsi Hung and Fan Yang, A meta-analytic review of vlogs research
- Huijie Jin, Shouwang Lu and Kanliang Wang, Investigating the Role of Uncertain Incentive Allocation in Online Social Referral Programs

Social Events Summary of ICEC 2023 at Xi'an

June 29 (Thursday)

18:00 - 20:00 Welcome Reception at Nanyang Hotel

19:30 - 20:30 ICEC Executive Committee Meeting at Nanyang Hotel (Conference Room No.5, Nanyang Hotel)

June 30 (Friday)

Workshop on Generative AI and Bright Internet [Venue: Room 517, School of Management, Xi'an Jiaotong University]

12:00 -14:00 Luncheon at Xi'an Jiaotong University Canteen (Wutong Garden, 3rd Fl, Buffet)

18:00 - 20:00 VIP Dinner (Invitation Only) leave at Nanyang Hotel

July1 (Saturday)

Opening Ceremony and Keynote Speeches [Venue: Room 101 Science Hall, Xi'an Jiaotong University]

08:30 - 09:10 Opening Ceremony

09:10 - 11:50 Keynote Speeches

  (10:20 - 10:40 Break and Photo Time)

11:50 - 12:00 Announcement of ICEC 2024 in Korea

12:00 - 14:00 Luncheon at **Nanyang Hotel**

Academic Papers Sessions:

14:00 - 18:40 Track A, B, C, D at Nanyang Hotel

14:00 - 18:00 ICEC-Innovation Track (In Chinese) at Publishing BLDG

19:00 - 21:00 Banquet and Best Paper Awards at **Nanyang Hotel**

See you at ICEC2024 in Korea, and ICEC2025 in China again!