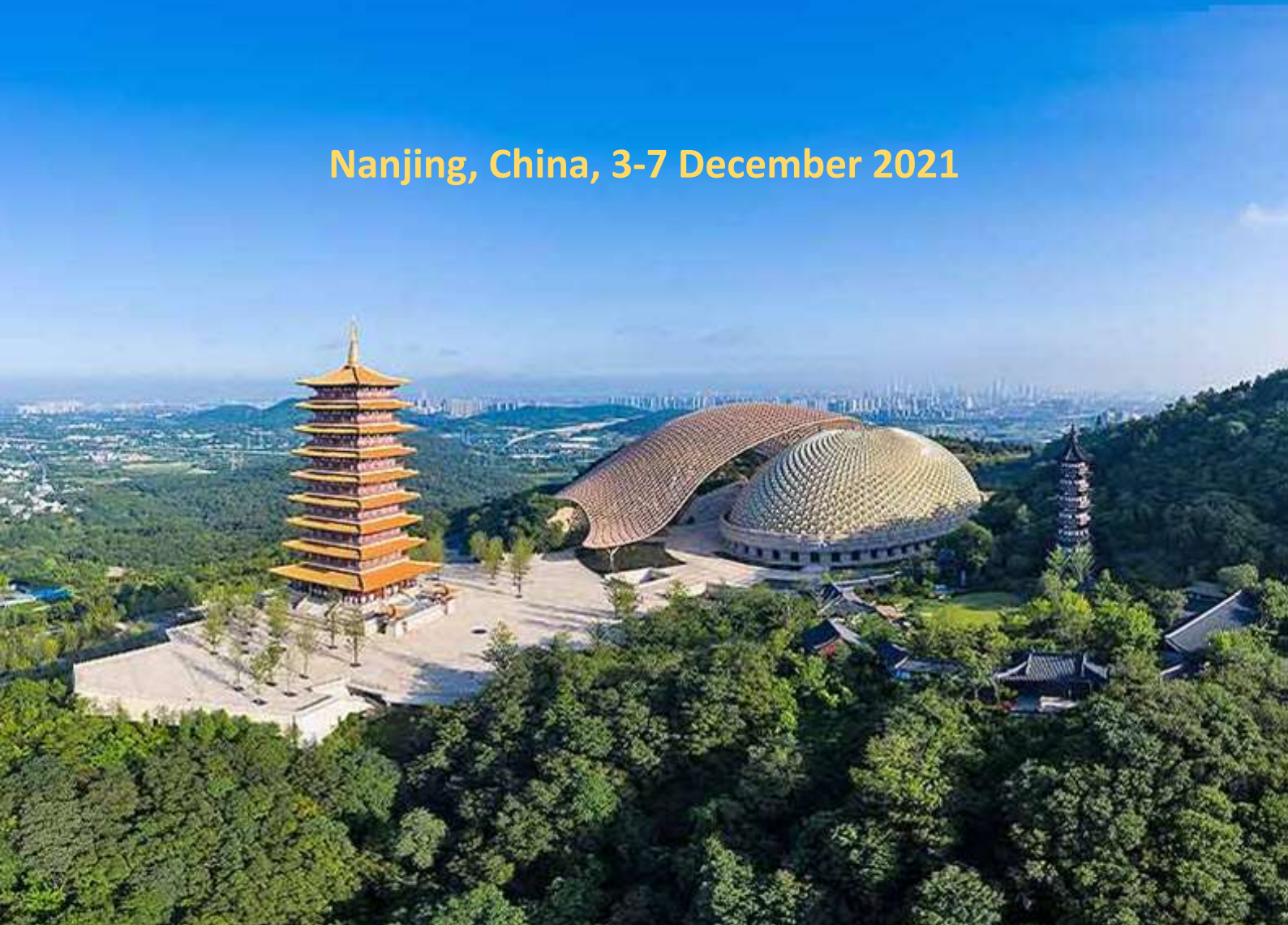




# ICEB2021—the 21st International Conference on Electronic Business

# Programme Book

Nanjing, China, 3-7 December 2021



# Welcome Message



Welcome to the 21st International Conference on Electronic Business (ICEB 2021) hybrid conference. Celebrating its 21st anniversary, the ICEB is held this year virtually again by the University of Hong Kong Business School and physically by the Hohai University Business School in Nanjing, China. The theme of this year's Conference is "*Corporate Resilience through Electronic Business in the Post-COVID Era*". We received 93 submissions and 78 papers were accepted into the final program that consisted of 26 sessions. The topic areas of the papers in this conference include artificial intelligence, big data, blockchain, COVID-19 issues, digital marketing, E-adoption, E-commerce, E-education, E-innovation, E-SCM, E-sustainability, healthcare issues, IoT, smart home, smart technologies, social commerce, technological issues, and user

and consumer behaviors, etc.

In the conference, we have scheduled three keynote speakers (in sequence of appearance): Prof. Chris Westland, the Chief Editor of ***Electronic Commerce Research***. Prof. Patrick Y.K. Chau, the Chief Editor of ***Information and Management***; and Prof. Christy Cheung, the Chief Editor of ***Internet Research***. Because of the COVID-19 pandemic, all keynote speeches and presentations are delivered with the ZOOM software in



two virtual meeting rooms. The keynote speeches this year are scheduled in two days considering the time zone differences of the speakers in the U.S. Presentation sessions are also scheduled in a way that authors on the other continents can attend the meetings between 9 AM and 9 PM time frame.

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. We could meet leading scholars from around the world to establish a research network and engage in future collaborations. In this conference, there are 79 registered

scholars from 18 countries or regions, including Australia, China, Finland, Hong Kong, India, Indonesia, Iran, Malaysia, Morocco, New Zealand, Saudi Arabia, South Africa, Spain, Sri Lanka, Taiwan, Thailand, UAE, UK, USA. This year, the Best Paper Award Committee consisting of six members had selected three best-quality papers and five outstanding papers to receive the awards.

Finally, on behalf of the entire Conference Committee, we thank you all very much for participating in ICEB 2021 hybrid conference, without your presence the conference cannot be successful. We also thank all the speakers, presenters, reviewers, the program committee members, Best Paper Award committee members, and session chairs, who all have contributed their time and effort to this conference. Special thanks go to our conference secretariat, Prof. Benjamin Yen and his conference team from the University of Hong Kong, who had provided the administrative and technical support to execute the ZOOM conference events tirelessly and flawlessly. Also, to our Treasurer, Dr. Honglei Li, and her team at Northumbria University, we thank them manage the payment gateway effectively. Finally, we thank you all for preparing and sharing your research findings in the meetings and look forward to seeing you again in ICEB 2022 at Thammasat University in Bangkok, Thailand.

Sincerely yours,

*Eldon Y. Li*

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

*Haiwei Zhou*

Haiwei Zhou  
ICEB 2021 Conference Co-Chair  
Professor and Dean of Business School  
Hohai University

December 2021 in Nanjing, China

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<i>Malaysia:</i> Thurasamy Ramayah	Universiti Sains Malaysia
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<i>Singapore:</i> Yan Li	ESSEC Business School, Singapore
<i>Spain:</i> Jesús Garcia-Madariaga	Universidad Complutense de Madrid, Spain
<i>Taiwan Region:</i> Jao-Hong Cheng	National Yulin University of Science and Technology
<i>Taiwan Region:</i> Wei-Hsi (Frank) Hung	National Chengchi University
<i>Thailand:</i> Siriluck Rotchanakitumnuai	Thammasat University, Thailand



Chien-Ming Chen	Harbin Institute of Technology Shenzhen Campus
Chi-Ping Wei	National Taiwan University
Chong Guan	Singapore University of Social Sciences, Singapore
Eldon Y. Li	National Chung Cheng University
Elena Vitkauskaitė	Kaunas University of Technology, Lithuania
Honglei Li	Northumbria University, UK
Hsin-Lu Chang	National Chengchi University
Hu Xiong	University of Science and Technology of China
Ibrahim M. Al-Jabri	King Fahd University of Petroleum and Minerals, Saudi Arabia
Jao-Hong Cheng	National Yulin U. of Science and Technology
John Hamilton	James Cook University, Australia
Laddawan Kaewkitipong	Thammasat Business School, Thailand
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Michael Chau	University of Hong Kong
Michel De Rougemont	University Paris II, France
Pei-Lee Teh	Monash University, Malaysia
Peter Ractham	Thammasat University, Thailand
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Savvas Papagiannidis	Newcastle University, UK
She-I Chang	National Chung Cheng University Accounting
Shih-Wei Liao	National Taiwan University
Siriluck Rotchanakitumnuai	Thammasat University, Thailand
Timon C. Du	Chinese University of Hong Kong
Vandana Ahuja	Amity Business School, India
Wei-Hsi (Frank) Hung	National Chengchi University
Wenshin Chen	Fang Chia University
Xiaoyu Xu	Xi'an Jiaotong University
Xudong (David) Luo	Guanxi Normal University
Yan Li	ESSEC Business School, Singapore
Yichuan Wang	Sheffield University Management School, UK
Yue Guo	Southern University of Science and Technology

**Best Paper Award Committee:**

Chi-Ping Wei	National Taiwan University
Ibrahim M. Al-Jabri	King Fahd University of Petroleum and Minerals, Saudi Arabia
Ramayah Thurasamy	Universiti Sains Malaysia
Ravi S. Sharma	Zayed University, Abu Dhabi, UAE
Savvas Papagiannidis	Newcastle University, UK
Stuart Orr	Deakin University Business School, Australia

# ICEB 2021 Track Chairs:

## 1. AI and its applications

*Chair: Xudong Luo, Guangxi Normal University, Guilin, China*

## 2. Big data analytics and business intelligence

*Chair: Albert Huang, University of the Pacific, USA*

*Chair: Yichuan Wang, Sheffield University Management School, UK*

## 3. Blockchain and its applications

*Chair: Shih-Wei Liao, Dept. CSIE, National Taiwan University*

## 4. Collaborative commerce and sharing economy

*Chair: Yue Guo, Southern University of Science and Technology, Shenzhen, China*

## 5. COVID pandemic e-business issues

*Chair: Peter Ractham, Thammasat Business School, Thailand*

## 6. Cross-border e-commerce

*Chair: Chong Guan, Singapore University of Social Sciences, Singapore*

## 7. Digital marketing and consumer behavior

*Chair: Vandana Ahuja, Amity Business School, Noida, Uttar Pradesh, India*

## 8. Digital transformations in enterprises

*Chair: Ashraf Khalil, Zayed University, Abu Dhabi, UAE*

*Chair: Gohar Khan, Zayed University, Abu Dhabi, UAE*

## 9. E-business cultural and social issues

*Chair: Carol Xiaojuan Ou, Tilburg University, Netherlands*

## 10. E-business strategies and models

*Chair: Sun Yuan, Zhejiang Gongshang University, China*

*Chair: Jindi Fu, Hangzhou Dianzi University, China*

## 11. E-entrepreneurship and innovations

*Chair: Stuart Orr, Deakin Business School, Australia*

## 12. E-healthcare and gerontechnology

*Chair: Pei Lee Teh, Monash University at Kuala Lumpur, Malaysia*

## 13. E-logistics and Supply chain management

*Chair: Benjamin Yen, University of Hong Kong*

## 14. IT ethics and data governance

*Chair: Ibrahim M. Al-Jabri, King Fahd University of Petroleum and Minerals, Saudi Arabia*

## 15. Knowledge management and sharing

*Chair: Michael C.L. Chau, University of Hong Kong*

## 16. New technology adoption and diffusion

*Chair: Timon C. Du, CUHK Business School, Hong Kong*

## 17. Security and privacy issues

*Chair: Chien-Ming Chen, Harbin Institute of Technology, Shenzhen Campus, China*

*Chair: Xiong, Hu, University of Electronic Science and Technology of China, China*

## 18. Smart cities and Internet of Things

*Chair: Honglei Li, Northumbria University, Newcastle Upon Tyne, UK*

**19. Smart homes and smart technologies**

*Chair: Wei-Hsi (Frank) Hung, National Chengchi University*

*Chair: Davit Marikyan, University of Bristol, UK*

**20. Social media and social computing**

*Chair: Hsinlu Chang, National Chengchi University*

**21. Virtual communities and social commerce**

*Chair: Jao-Hong Cheng, National Yunlin University of Science and Technology*

**22. Web mining and recommendation systems**

*Chair: C. Y. Ku, National Yang Ming Chiao Tung University*

**23. Other related issues**

*Chair: Eldon Y. Li, National Chung Cheng University*

## **ICEB 2021 Paper Presenters:**

**Alamgir Muhammad**, *Graduate Institute of Business Administration, National Chung Cheng University*

**Anqi Zhang**, *Hohai University*

**Chenhao Jin**, *Hohai University*

**Chia-Shiang Hsu**, *National Kaohsiung University of Hospitality and Tourism*

**Chia-Yu Jih**, *National Chengchi University*

**Chuntao Shu**, *Wenzhou Kean University*

**Dapeng Xu**, *Harbin Institute of Technology*

**Divya Joshi**, *Thoughtworks, India*

**Diyue Zhang** *Tongji University*

**Fu Xin**, *Business School of Hohai University*

**Fu-Han Liu**, *Department of Management Information Systems, National Chengchi University*

**Guanlin Wang**, *Hohai University*

**Hou Jianjun, Mao Yichao, Xu Lijun**, *Nanjing Institute of Technology*

**Huan Ma**, *Hohai University*

**Hung Hsing Yang**, *National Chengchi University*

**Jiandong Zhang**, *Hohai University*

**Jie Liu**, *Guangxi Normal University*

**Jie Wang**, *Nanjing Institute of Technology*

**Joshua Ebere Chukwuere**, *North-West University, South Africa*

**Juwen Chen**, *Hohai University*

**Junhong Zhao**, *Nanjing University of Science and Technology*

**Kaili Sun**, *Guangxi Normal University*

**Leo Fang**, *Department of MIS, National Chengchi University*

**Lin Li**, *King Fahd University of Petroleum and Minerals, Saudi Arabia*

**Lisa Ci-Fan Ying**, *Department of MIS, National Chengchi University*

**Maqsood H. Bhutto**, *University of Jyväskylä, Finland*

**Mathupayas Thongmak**, *Thammasat Business School, Thailand*

**Meng Zhao**, *Sichuan Agricultural University*

**Miaomiao Zheng**, *Zhejiang University of Technology*

**Shiyao Lu**, *Hohai University Business School*



**Mingze Xie**, *Beijing Normal University-Hong Kong Baptist University United International College, Zhuhai*  
**Minyi Huang**, *The University of Hong Kong*  
**Miyao Liao**, *University of Electronic Science and Technology of China*  
**Mohammad Abir Shahid Chowdhury**, *China University of Geoscience, Wuhan, Hubei*  
**Nazeli Megerdichian**, *Faculty of Social Sciences and Economics, Alzahra University, Iran*  
**Omar Alzamel**, *King Fahd University of Petroleum & Minerals, Saudi Arabia*  
**Pan Jiang**, *Hohai University*  
**Pimmanee Rattanawicha**, *Chulalongkorn University, Thailand*  
**Piruni Deyalage**, *University of Sri Jayewardenepura, Sri Lanka*  
**Prerna Arora**, *Amity Business School, Amity University, Uttar Pradesh, India*  
**Ravishankar Sharma**, *Zayed University, UAE*  
**Roberto Louis Forestal**, *Chung Yuan Christian University*  
**Runbo Ye**, *Imperial College London, UK*  
**Sanduni Senaratne**, *University of Sri Jayewardenepura, Sri Lanka*  
**Santha Vaithilingam**, *Sunway University, Malaysia*  
**Sihan Yin**, *Guangxi Normal University*  
**Sihan Yin**, *Guangxi Normal University*  
**Sijia Lu**, *Wenzhou-Kean University*  
**Siriluck Rotchanakitumnuai**, *Thammasat University Business School, Thailand*  
**Soukaina Zaoui**, *Business School, Hohai University, Nanjing*  
**Suangchanok Tangkomsaengtong**, *Thammasat University, Thailand*  
**Wei Hsiu Weng**, *National Chengchi University*  
**Weifeng Luo**, *Wenzhou Kean University*  
**Xiang Chang**, *Sichuan University*  
**Xin Ke Ye**, *Hohai University*  
**Xinle Du**, *Wenzhou-Kean University*  
**Xiying Sun**, *University of Electronic Science and Technology of China*  
**Yaling Li**, *Hohai University*  
**Yang Yaqi**, *Hohai University*  
**Yi Luen Lin**, *National Chengchi University*  
**Yi Zhang**, *Tongji University*  
**Ying Li**, *Xi'an Jiao Tong Liverpool University*  
**Yixuan Li**, *The University of Hong Kong*  
**Yixun Lin**, *School of Management, Guangdong University of Technology*  
**Yongjing Xie**, *South China University of Technology*  
**Yu Luo**, *Business School, The University of Hong Kong*  
**Yu-Hang Chen**, *National Chengchi University*  
**Yun Tang**, *Sichuan University*  
**Zhouzhou Yan**, *Wuhan University*  
**Zirui Wang**, *Wenzhou-Kean University*

# Keynote I

Prof. J. Christopher Westland

Editor-in-Chief, *Electronic Commerce Research*

“Determinants of Liquidity in Cryptocurrency Markets”

## Abstract:

This research identified predictors of cryptocurrency liquidity and explored whether cryptocurrency is a true cash equivalent. Liquidity is important because cryptocurrencies aim to be cash substitutes, and thus totally liquid. Greater liquidity is correlated with more profitable trading, better price discovery; and more profitable market operation. The research tested five hypotheses concerning liquidity and its predictors, for a set of cryptocurrencies that represent about 90% of volume and market capitalization, thus are generalizable. Price was strongly supported as a predictor of liquidity, while volume was not. Fungibility, in the sense of ‘mutual interchangeability of particular pairs of cryptocurrencies, was not found to be a good predictor of liquidity, leading us to question whether cryptocurrencies can truly be considered ‘cash equivalents.’ I also tested whether price and volume embedded in own-price elasticity were predictors of liquidity, and rejected these hypotheses. Finally, an analysis involving step-wise regression unambiguously selected a combination (3) daily volume, and (4) own-price elasticity. Explanatory power was slightly better than other predictors, but lacking a structural model incorporating these predictors, the results here are suggestive of future research studies, and potential blockchain; electronic markets; liquidity.



## Biographical notes:

Prof. J. Christopher Westland is Professor of Information & Decision Sciences at the University of Illinois – Chicago with a BA in Statistics, an MBA in Accounting from Indiana University and Ph.D. in Computers and Information Systems from the University of Michigan. He has worked as a certified public accountant and as a consultant in technology law in the US, Europe, Latin America and Asia. He is the author of numerous academic papers and of seven books: *Global Electronic Commerce* (MIT Press 2000); *Global Innovation Management* (Palgrave Macmillan 2nd ed 2017); *Red Wired: China’s Internet Revolution* (Marshall Cavendish, 2010); *Structural Equation Modeling* (Springer 2015); *Financial Dynamics* (Wiley 2003); *Valuing Technology* (Wiley 2002) and *Audit Analytics: Data Science for the Accounting Profession* (in R. Gentleman’s ‘Use R!’ series @ Springer). 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. He has served 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. In 2012 he received High-Level Foreign Expert status in China under the 1000-Talents Plan and am currently Overseas Chair Professor at Beihang University. He has advised on patent, valuation and technology strategy for numerous technology firms.

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

## Keynote II

Prof. Patrick Y.K. Chau

Editor-in-Chief, *Information and Management*

“Computational Social Science in the Big Data Paradigm: A Revisit”

### Abstract:

Two years ago, I gave a talk on “Computational Social Science in the Big Data Paradigm” in ICEB 2019. Two years later, things around Computational Social Science (CSS) have progressed quite a lot. In this talk, I would like to have a revisit of the research discipline by, once again, giving a tail on its past, its present and its future. To recap, CSS is a research discipline proposed by a group of researchers led by David Lazer from Harvard in a paper published in Nature in 2009. It is a multi-disciplinary field at the intersection of social, computational and complexity sciences whose subjects of study is human interactions and society itself. With the exponential growth of big data in recent years, CCS has also been expanded to the “Big Data paradigm” to attempt to solve issues and/or problems in not just the business arena but also the society at large. This talk will give an overview of the past, the present and the future of CSS in the big data paradigm.



### Biographical notes:

Professor Chau is Vice Provost for Research and Knowledge Exchange and Li Dak Sum Chair Professor in Information Systems and Operations Management at the University of Nottingham Ningbo China (UNNC). Prior to joining UNNC in March 2019, he was Padma and Hari Harilela Professor in Strategic Information Management at The University of Hong Kong. Dr. Chau conducts research in IT adoption/implementation and electronic commerce. He has close to 100 journal publications with many of them published in various top-tier and highly reputed journals, including MIS Quarterly, Journal of Management Information Systems, Journal of the Association for Information Systems, European Journal of Information Systems, Information Systems Journal, Decision Support Systems, Information & Management, International Journal of Electronic Commerce, Decision Sciences and others. As of November 2021, the total number of citations of his papers in Google Scholar reaches over 24,000 with an H-index of 58. He is currently the Editor-in-Chief of Information & Management and a Senior Editor of Journal of the Association for Information Systems. He received the AIS Fellow Award in 2013 and is currently President of the Association for Information Systems.

For more information: <https://www.nottingham.edu.cn/en/about/university-leadership/university-leadership.aspx>

## Keynote III

Prof. Christy M.K. Cheung  
Editor-in-Chief, *Internet Research*

### “Inside Out and Outside In: How the COVID-19 Pandemic Affects Self-Disclosure on Social Media”

#### Abstract:

As social distancing and lockdown orders grew more pervasive, individuals increasingly turned to social media for support, entertainment, and connection to others. In this study, we posit that global health emergencies - specifically, the COVID-19 pandemic - change how and what individuals self-disclose on social media. We argue that IS research needs to consider how privacy (self-focused) and social (other-focused) calculus have moved some issues outside in (caused by a shift in what is considered socially appropriate) and others inside out (caused by a shift in what information should be shared for the public good). We identify a series of directions for future research that hold potential for furthering our understanding of online self-disclosure and its factors during health emergencies.



#### Biographical notes:

Dr. Cheung is a Professor in the Department of Finance and Decision Sciences of Hong Kong Baptist University. She is the awardee of RGC Senior Research Fellow scheme with the funding to advance research into the role of technology in online collective deviant behavior. She earned a Ph.D. in Information Systems from the College of Business at City University of Hong Kong. Her research interests include Technology Use and Well-Being, Social Media, Data Analytics and IS Security. She has published more than 200 refereed articles in international journals and conference proceedings, including MIS Quarterly, Information Systems Research, Journal of Management Information Systems and Journal of the Association for Information Systems. She is the President of AIS-Hong Kong Chapter. She also serves as the Editor-in-Chief of *Internet Research*.

For more information: <https://fds.hkbu.edu.hk/eng/info-system-e-bus-management/staff/admin-details.jsp?id=ccheungHKB&cv=00069&cid=165&cvurl>

<b>ICEB2021 Online Session Overview</b>			
<b>HK Time</b>	<b>12/4/2021 Saturday =(X)</b>	<b>12/5/2021 Sunday =(Y)</b>	<b>12/6/2021 Monday =(Z)</b>
09:00	<b>X1: Opening Ceremony</b>	<b>Y1-A: AI and its applications</b> Chair: Michael C.L. Chau	<b>Z1-A: AI and blockchain</b> Chair: Benjamin P.C. Yen
09:30	<b>X1-A: KEYNOTE I</b> <b>Prof. J. Chris Westland</b> (USA -14 hours) Chair: Eldon Y. Li	<b>Y1-B: E-business cultural and social issues</b> Chair: Albert Huang	<b>Z1-B: E-healthcare and gerontechnology</b> Chair: Pei-Lee Teh
10:00			
10:30	<b>X2-A: Virtual communities and social commerce</b> Chair: Hsin-Lu Chang	<b>Y2-A: KEYNOTE II</b> <b>Prof. Patrick Y.K. Chau</b> Chair: Timon C. Du	<b>Z2-A: Digital marketing and consumer behavior</b> Chair: Vandana Ahuja
11:00	<b>X2-B: E-business cultural and social issues</b> Chair: Siriluck Rotchanakitumnuai		
11:30		<b>Y2-A: KEYNOTE III</b> <b>Prof. Christy M.K. Cheung</b> Chair: Qiong Jia	<b>Z2-B: COVID-19 and other related topics</b> Chair: Pimmanee Rattanawicha
12:00	<b>Lunch break</b>	<b>Lunch break</b>	<b>Lunch break</b>
12:30			
13:00			
13:30			
14:00	<b>X3-A: New technology adoption and diffusion</b> Chair: Abbas Tarhini	<b>Y3-A: COVID pandemic e-business issues</b> Chair: Peter Ractham	<b>Z3-A: Digital marketing and consumer behavior</b> Chair: Qiong Jia
14:30	<b>X3-B: Digital transformations in enterprises</b> Chair: Allen C.H. Au	<b>Y3-B: Social media and social computing</b> Chair: Ibrahim M. Al-Jabri	<b>Z3-B: Virtual communities and social commerce</b> Chair: Frank W.H. Hung
15:00			
15:30	<b>X4-A: Blockchain and its applications</b> Chair: Shih-Wei Liao	<b>Y4-A: New technology adoption and diffusion</b> Chair: Yue Guo	<b>Z4-A: E-business strategies and models</b> Chair: Stuart Orr
16:00	<b>X4-B: Smart city and smart technologies</b> Chair: Ravi S. Sharma	<b>Y4-B: Digital marketing and consumer behavior</b> Chair: Elena Vitkauskaite	<b>Z4-B: Digital marketing and consumer behavior</b> Chair: Chong Guan
16:30			
17:00	<b>X5-A: Digital marketing and consumer behavior</b> Chair: Jesus Garcia-Madariaga	<b>Y5-A: COVID pandemic e-business issues</b> Chair: Honglei Li	<b>Z5-A: Innovation and digital transformations</b> Chair: Savvas Papagiannidis
17:30	<b>X5-B: Finance and investment</b> Chair: Singwhat Tee	<b>Y5-B: New technology adoption and diffusion</b> Chair: Cooper C.Y. Ku	
18:00			
18:30	<b>End of the day</b>	<b>End of the day</b>	<b>End of the day</b>

\*indicates the chair is a co-author in the session.  
Note: A and B indicate the ZOOM meeting rooms. For session details, please see the section of “ICEB 2021 Paper Sessions” in the Program Book.

# ICEB 2021 Virtual Conference Information

We hope you are looking forward to ICEB2021 ZOOM conference in a few days! Please find below some useful information about the conference. For physical conference information please visit the homepage at <https://iceb2021.johogo.com/physical2021.php>.

## Instructions

Each meeting room will be open at 8:30AM every day during 12/4-6 (Saturday-Monday), 2021. Hence, participants can enter the zoom room right after 8:30am each day. The session chairs and presenters of that day could enter before 9:00AM for preparation.

Room-A: <https://hku.zoom.us/j/93685746495?pwd=Y3VzT1dmNGpMcmJBSHl0NFRnaGRoZz09>

Meeting ID: 936 8574 6495 and Password: (sent to you by email)

Room-B: <https://hku.zoom.us/j/92163071188?pwd=Kzlrbnk5U3lNdWlvOGFPb0puazFtQT09>

Meeting ID: 921 6307 1188 and Password: (sent to you by email)

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 are asking questions during the Q&A period.

The session chairs and presenters of a session can 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.

## Registration

Online payment gateway for registration and publication fees is open until December 3, 2021. Please email the Secretariat at if you need any assistance.

## Dress code

Presenters should dress professionally before the camera as your face and background will 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, video recording will be turned off. However, both audio and video interaction modes should be turned on to allow physical identification. If you want to take video recording of your presentation, please set up the camera yourself or have someone stand by you to do it for you.

## Presentation times

Each presentation is allocated 20 minutes plus 5 mins for Q&A. Session with more than 3 papers will have shorter discussion time. Please ensure to observe the times and enter the ZOOM meeting room on time.

On the ZOOM meeting screen, the host will 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.

If you are the first time ZOOM user, please review the video to familiarize yourself with the software at <https://support.zoom.us/hc/en-us/articles/115005759423-Managing-participants-in-a-meeting> (about

10 minutes).

### **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 make it to the conference due to an emergency event, please inform the Secretariat at HKU as soon as possible to retain the publication privilege.

### **On-line Conference Program & Papers**

We are aiming to undertake a sustainable conference. Please visit the link below to access the Program Book, the conference papers, and plan your attendance.

<https://iceb2021.johogo.com/> or <http://gebrcc.nccu.edu.tw/ICEB/2021/>

### **Certificate of Attendance**

As a presenter, your name is listed in the section of “ICEB 2021 Paper Presenters” to prove your attendance. If you still require a certificate of attendance please email the Secretariat at HKU. The certificate will be prepared and emailed to you after the conference.

### **Open Zoom meetings**

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## ICEB 2021 Paper Sessions

Day 1: December 4, 2021, Saturday

Room-A	Room-B
Location: <a href="https://hku.zoom.us/j/93685746495?pwd=Y3VzT1dmNGpMcmJBSHl0NFRnaGRoZz09">https://hku.zoom.us/j/93685746495?pwd=Y3VzT1dmNGpMcmJBSHl0NFRnaGRoZz09</a> Meeting ID: 936 8574 6495 Password: (sent to you by email)	Location: <a href="https://hku.zoom.us/j/92163071188?pwd=Kzlrbnk5U3lNdWlvOGFPb0puazFtQT09">https://hku.zoom.us/j/92163071188?pwd=Kzlrbnk5U3lNdWlvOGFPb0puazFtQT09</a> Meeting ID: 921 6307 1188 Password: (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://iceb2021.johogo.com/res/TimeZoneMap.jpg>

<http://gebrc.nccu.edu.tw/ICEB/2021/res/TimeZoneMap.jpg>

9:00 AM - 9:30 AM December 4, 2021, Saturday

### Opening Ceremony

Honorary President: **Eldon Y. Li**, *National Chung Cheng University*  
 President: **Honglei Li**, *Northumbria University, Newcastle Upon Tyne, UK*  
 Executive Director: **Benjamin P.C. Yen**, *University of Hong Kong*  
 Conference Co-Chair: **Haiwei Zhou**, *Hohai University*

9:30 AM - 10:30 AM December 4, 2021, Saturday

Session-Room: X1-A

### Keynote Speech I: Prof. J. Christopher Westland

Chair: **Eldon Y. Li**, *National Chung Cheng University*

10:30 AM - 12:00 PM December 4, 2021, Saturday

Session-Room:	Chair: <b>Hsin-Lu Chang</b> <i>National Chengchi University</i>	Track: "Virtual communities and social commerce"	
X2-A			
ID	Paper Title	Authors	M
61	Understanding User Participation in Online Communities during COVID-19 Pandemic: Evidence from Sentiment and Semantic Analysis on YouTube	<b>Chenyang Li, Mingze Xie*</b> , <b>May Wang</b> , <i>Beijing Normal University-Hong Kong Baptist University United International College, Zhuhai</i>	V
69	Research on the Influencing Factors of Users' Willingness to Pay for Knowledge in the context of virtual brand community.	<b>Yun Tang*</b> , <b>Yongzhong Yang</b> , <i>Sichuan University</i>	V
89	Research on the Impact of Information Quality on Educational WeChat Official Account Users' Continued Use Intention: Based on the ECM-IS Model	<b>Meng Zhao*</b> , <b>Liang Yang</b> , <b>Zixin Xu Xu</b> , <b>Liangqiang Li</b> , <b>Xiaolin Li</b> , <i>Sichuan Agricultural University</i>	V
Session-Room:	Chair: <b>Siriluck Rotchanakitumnui</b> <i>Thammasat Business School, Thailand</i>	Track: "E-business cultural and social issues"	
X2-B			
ID	Paper Title	Authors	M
39	The effect of digital literacy and external information on market competition fear: An empirical study on fresh food consumption in China	 <b>Xiaobei Liang, Diyue Zhang*</b> and <b>Hu Meng</b> , <i>Tongji University (**)</i>	V
66	Hospital as an Asylum Workshop to Improve the Disable People's Resilience with Working Capability and to Re-join Our Society	<b>Leo Fang*</b> , <b>Wei-Hsi Hung</b> , <i>MIS of National Chengchi University</i>	V
78	The Impact of Platform Social Responsibility on Consumer	<b>Yang Yaqi*</b> , <b>Jia Qiong</b> , <b>Zhao Ya</b> , <i>Hohai University</i>	V

Trust			
<b>2:00 PM - 3:30 PM December 4, 2021, Saturday</b>			
Session-Room: <b>X3-A</b>		Chair: <b>Abbas Tarhini</b> <i>Lebanese American University, Lebanon</i>	
Track: <b>"New technology adoption and diffusion"</b>			
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
38	Cybervetting Perceptions of Job Seekers in Saudi Arabia	<b>Omar Alzamel*</b> , Ibrahim Al-Jabri, King Fahd University of Petroleum & Minerals, Saudi Arabia	V
45	Factors Influencing Restaurants on Selecting Food Delivery Applications	<b>Norathep Petin, Siriluck Rotchanakitumnuai*</b> , Thammasat University, Thailand	V
87	Augmented Reality Applied in Road Excavation System of Government	<b>Yi Luen Lin*, Wei-Hsi Hung</b> , National Chengchi University	V
<b>3:30 PM - 5:00 PM December 4, 2021, Saturday</b>			
Session-Room: <b>X3-B</b>		Chair: <b>Allen C.H. Au</b> <i>Department of Information Management, National Chung Cheng University</i>	
Track: <b>"Digital transformations in enterprises"</b>			
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
62	Driving Forces for Digital Transformation – Case Studies of Q-Commerce	<b>Minyi Huang*, Benjamin P.-C. Yen</b> , The University of Hong Kong	V
70	Digital transformations in Taiwanese TV industry	<b>Lisa Ci-Fan Ying*, Wei-Hsi Hung</b> , National Chengchi University	V
71	Research on credit evaluation system of E-business enterprises from the perspective of organizational resilience theory	<b>Junhong Zhao*, Sixuan Chen</b> , Nanjing University of Science and Technology	V
<b>5:00 PM - 6:30 PM December 4, 2021, Saturday</b>			
Session-Room: <b>X4-A</b>		Chair: <b>Shih-Wei Liao</b> <i>National Taiwan University</i>	
Track: <b>"Blockchain and its applications"</b>			
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
21	The Effect of Blockchain on Customer-To-Customer Electronic Commerce	<b>Nazeli Megerdichian*, Neda Abdolvand, Saeedeh Rajae Harandi</b> <i>Department of Management, Faculty of Social Sciences and Economics, Alzahra University, Iran</i>	V
37	UML Artefacts for a Blockchain-enabled Platform for Fairtrade	<b>Ravishankar Sharma*</b> , Zayed University, UAE <b>Nir Kshetri</b> , University of North Carolina, Greensboro, USA <b>Stephen Wingreen</b> , University of Canterbury, New Zealand <b>Aijaz A. Shaikh</b> , University of Jyväskylä, Finland	V
43	Text mining-based patent analysis of blockchain technology applications	<b>Roberto Louis Forestal*, Su-Houn Liu, Shih-Ming Pi</b> , Chung Yuan Christian University <b>Eldon Y. Li</b> , National Chung Cheng University	V
<b>5:00 PM - 6:30 PM December 4, 2021, Saturday</b>			
Session-Room: <b>X4-B</b>		Chair: <b>Ravi S. Sharma</b> <i>Zayed University, Abu Dhabi, U.A.E.</i>	
Track: <b>"Smart homes and smart technologies"</b>			
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
10	Supporting Learning and Working in Disastrous Pandemics by Smart Technologies: A Qualitative Analysis	<b>Wei Hsiu Weng</b> , National Chengchi University	V
36	Sustainable Smart Transportation System: Through the Lens of a Smart City in an Emerging Country	<b>Santha Vaithilingam*</b> , Sunway University, Malaysia <b>Pei-Lee Teh</b> , Monash University Malaysia <b>Pervaiz K. Ahmed, Sui-Jon Ho, Mahendhiran S. Nair</b> , Sunway University, Malaysia <b>Chee Pin Tan</b> , Monash University Malaysia	V
50	Research on the Development Status and Trend of Smart Home	<b>Jie Wang*, Ya Jing Hou</b> , Nanjing Institute of Technology	V
<b>5:00 PM - 6:30 PM December 4, 2021, Saturday</b>			
Session-Room: <b>X5-A</b>		Chair: <b>Jesus Garcia-Madariaga</b> <i>Universidad Complutense de Madrid, Spain</i>	
Track: <b>"Digital marketing and consumer behavior"</b>			

ID	Paper Title	Authors	M
33	Influencing generation Z's kansei demand for new tea purchase decision and satisfaction — Research based on kansei engineering	Xin Ke Ye*, Fei Li, Ya Ling Li, Hohai University	V
59	The impact of digital marketing and customization on service innovation: Case of Moroccan healthcare services companies during COVID-19	Soukaina Zaoui*, Haiwei Zhou, Safae Ait Hamou-Ou-Brahim, Dechun Huang, Business School, Hohai University, Nanjing	V
82	How Does Word of Mouth from Different Components Systems Influence Product Sales differently?	Qiong Jia, Juewen Chen*, Hohai University	P
Session-Room: X5-B		Chair: Singwhat Tee James Cook University, Australia	Track: "Finance and investment"
ID	Paper Title	Authors	M
25	Information Security and Firms' Market Value: The Preliminary Analysis	Runbo Ye*, Imperial College London, UK Xiong Zhang, Beijing Jiao Tong University	V
51	Examining Differences in Risk Perception During Covid-19 Pandemic on Household Investment Decision-making	Lin Li, King Fahd University of Petroleum and Minerals, Saudi Arabia	V
73	Effect of leverage on firm value and how the contextual variables effect this relationship: A case of Pakistan	Alamgir Muhammad*, Ming-Chang Cheng, Graduate Institute of Business Administration, National Chung Cheng University	V
<b>Day 2: December 5, 2021, Sunday</b>			
<b>9:00 AM - 10:30 AM December 5, 2021, Sunday</b>			
Session-Room: Y1-A		Chair: Michael C.L. Chau University of Hong Kong	Track: "AI and its applications"
ID	Paper Title	Authors	M
19	A Survey of Customer Service System Based on Learning	Sihan Yin*, Xudong Luo, Guangxi Normal University, Guilin	V
44	Analysis of Chinese Tourist Intention to Use Augmented Reality in Amusement Parks	Sijia Lu, Wenzhou-Kean University	V
83	Automatic Recognition of Knowledge Characteristics of Scientific and Technological Literature from the Perspective of Text Structure	Huan Ma*, Zhu Fu, Qiong Jia, Hohai University	P
Session-Room: Y1-B		Chair: Albert Huang University of the Pacific, USA	Track: "E-business cultural and social issues"
ID	Paper Title	Authors	M
48	Analysis of Customer Perceived Value towards Green Cosmetics Purchase Intention in Chinese market	Xinle Du, Wenzhou-Kean University	V
49	An Analysis on the Formation and Cultivation of Environmental Protection Norms in the Context of Green Gamification	Yixun Lin*, Helen S. Du, School of Management, Guangdong University of Technology	V
67	A Case Study of the Application of Digital Technology in the Fast-Food Breakfast Industry to Optimize Consumer Demand	Chia-Yu Jih*, Wei-Hsi Hung, National Chengchi University	V
<b>10:30 AM - 11:30 AM December 5, 2021, Sunday</b>			
Session-Room: Y2-A <b>Keynote Speech II: Prof. Patrick Y.K. Chau</b> Chair: Timon C. Du, Chinese University of Hong Kong			
<b>11:30 AM - 12:30 PM December 5, 2021, Sunday</b>			
Session-Room: Y2-A <b>Keynote Speech III: Prof. Christy M.K. Cheung</b>			

Chair: **Qiong Jia**, Hohai University

2:00 PM - 3:30 PM December 5, 2021

Session-Room: <b>Y3-A</b>		Chair: <b>Peter Ractham</b> <i>Thammasat Business School, Thailand</i>	Track: "COVID pandemic e-business issues"	
ID	Paper Title	Authors		M
8	Online Learning vs. Offline Learning in an MIS Course: Learning Outcomes, Readiness, and Suggestions for the Post-COVID-19 World	<b>Mathupayas Thongmak*</b> , <b>Nopporn Ruangwanit</b> , <i>Thammasat Business School, Thammasat University, Thailand</i>		V
15	Analyzing the Impact of COVID-19 Outbreaks on MIS Students: A Qualitative Approach	<b>Wei Hsiu Weng</b> , <i>National Chengchi University</i>		V
28	E-data Utilization on National-Health Service Performance Assessment during Covid-19 in Bangladesh: New Evidence using Data Envelopment Analysis (DEA) Technique	<b>A.B.M. Munibur Rahman</b> , <i>Business School, Wuchang University of Technology, Wuhan, Hubei</i> <b>A S M Towhid</b> , <i>School of Management, Wuhan University of Technology, Wuhan, Hubei</i> <b>Mohammad Abir Shahid Chowdhury*</b> , <i>School of Economy and Management, China University of Geoscience, Wuhan, Hubei</i> <b>H M Jakir Hassan</b> , <i>Faculty of Business and Society, University of South Wales, UK.</i>		V
Session-Room: <b>Y3-B</b>		Chair: <b>Ibrahim M. Al-Jabri</b> <i>King Fahd University of Petroleum and Minerals, Saudi Arabia</i>	Track: "Social media and social computing"	
ID	Paper Title	Authors		M
5	Relationship Quality and Knowledge Sharing on Facebook Brand Pages	<b>Siriluck Rotchanakitumnuai*</b> , <b>Mark Speece</b> , <b>Fredric Swierczek</b> , <b>Surat Kointarangkul</b> , <i>Thammasat University, Thammasat Business School, Thailand</i>		V
58	The effect of motives on enterprise social network usage	 <b>Piruni Deyalage*</b> , <b>Dushyantha Kulathunga</b> , <i>University of Sri Jayewardenepura, Sri Lanka (**)</i>		V
76	How Do Consumers Identify Useful Review information in a Social Media Environment?	<b>Qianwen Xu</b> , <b>Miaomiao Zheng*</b> , <b>Cong Cao</b> , <b>Chunping Jiang</b> , <i>Zhejiang University of Technology</i>		V
3:30 PM - 5:00 PM December 5, 2021, Sunday				
Session-Room: <b>Y4-A</b>		Chair: <b>Yue Guo</b> <i>Southern University of Science and Technology, Shenzhen</i>	Track: "New technology adoption and diffusion"	
ID	Paper Title	Authors		M
4	Factors Influencing Continuance Intention to Use Online Learning Management System Platform	<b>Sirayos Mahakhant</b> , <b>Siriluck Rotchanakitumnuai*</b> , <i>Thammasat University, Thailand</i>		V
11	Factors Affecting the Consumers' Purchase Intention and Willingness-to-Pay More for Electric-Vehicle Technology	<b>Maqsood H. Bhutto*</b> , <b>Aijaz A. Shaikh</b> , <i>University of Jyväskylä, Finland</i> <b>Ravishankar Sharma</b> , <i>Zayed University, UAE</i>		V
91	A Model on Energy Power Management of Air-Recirculation in a Clean Room	<b>Fu-Han Liu</b> , <i>Department of Management Information Systems, National Chengchi University</i>		V
Session-Room: <b>Y4-B</b>		Chair: <b>Elena Vitkauskaitė</b> <i>Kaunas University of Technology, Lithuania</i>	Track: "Digital marketing and consumer behavior"	
ID	Paper Title	Authors		M
34	The Effect of Transport Amenities on Customer Satisfaction: An Empirical Study from the Online Travel Community	 <b>Xiying Sun*</b> , <b>Jiaming Fang</b> , <i>University of Electronic Science and Technology of China (**)</i>		V
42	A Netnography of the Social Media Presence of Brand Netflix, India	<b>Perna Arora*</b> , <b>Vandana Ahuja</b> , <i>Amity Business School, Amity University, Uttar Pradesh, India</i>		V
86	Research on Image Perception of Luxury Hotels in Dalian Based on Text Analysis	<b>Qiong Jia</b> , <b>Pan Jiang*</b> , <i>Hohai University</i>		P

**5:00 PM - 6:30 PM December 5, 2021, Sunday**

Session-Room: <b>Y5-A</b>		Chair: <b>Honglei Li</b> <i>Northumbria University, Newcastle Upon Tyne, UK</i>	Track: <b>"COVID pandemic e-business issues"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>		<b>M</b>
<b>22</b>	Understanding the Sustainability Factors in Critical Information Systems for Disastrous Pandemics: A Knowledge-based View	<b>Wei Hsiu Weng</b> , <i>National Chengchi University</i>		V
<b>88</b>	Success Factors of Chat Commerce in Thailand: An Emerging E-Business Platform in the Post COVID Era	<b>Pimmanee Rattanawicha*</b> , <i>Sawitree Boonpatcharanon</i> , <b>Chaiyasut Jongtavornvitaya</b> , <b>Janjao Mongkolnavin</b> , <i>Chulalongkorn University, Thailand</i>		V

Session-Room: <b>Y5-B</b>		Chair: <b>Cooper C.Y. Ku</b> <i>National Yang Ming Chiao Tung University</i>	Track: <b>"New technology adoption and diffusion"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>		<b>M</b>
<b>13</b>	Prioritizing Critical Cloud Services for Disastrous Pandemics: A Media Richness Perspective	<b>Wei Hsiu Weng</b> , <i>National Chengchi University</i>		V
<b>16</b>	Data Governance in Data Mesh Infrastructures: The Saxo Bank Case Study	<b>Divya Joshi*</b> , <i>Thoughtworks, India</i> <b>Sheetal Pratik</b> , <i>Adidas, India</i> <b>Madhu Podila</b> , <i>Thoughtworks, India</i>		V
<b>84</b>	Life-cycle Building Carbon Emission Management Platform based on Building Information Modeling Technology	<b>Chenhao Jin*</b> , <b>Qinlin Huang</b> , <b>Xiaorong Sun</b> , <b>Yunxi Hao</b> , <b>Yuan Yao</b> , <b>Xin He</b> , <b>Liangshuo Wang</b> , <i>Hohai University</i> <b>Shinae Jang</b> , <i>University of Connecticut, USA</i>		P

**Day 3: December 6, 2021, Monday**

**9:00 AM - 10:30 AM December 6, 2021, Monday**

Session-Room: <b>Z1-A</b>		Chair: <b>Benjamin P.C. Yen</b> <i>University of Hong Kong</i>	Track: <b>"AI and blockchain"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>		<b>M</b>
<b>18</b>	A Survey of Cross-Lingual Sentiment Analysis Based on Pre-trained Models	<b>Xudong Luo</b> , <b>Sihan Yin*</b> , <b>Pingping Lin</b> , <i>Guangxi Normal University, Guilin</i>		V
<b>29</b>	Study on the Competency Model Construction for Industrial Designers under Artificial Intelligence Technology	<b>Jianjun Hou*</b> , <b>Yichao Mao</b> , <b>Lijun Xu</b> , <i>Nanjing Institute of Technology</i>		P
<b>30</b>	Addressing Wealth Inequality Problem in Blockchain-Enabled Knowledge Community with Reputation-Based Incentive Mechanism	<b>Yongjing Xie*</b> , <b>Zhihong Li</b> , <b>Xiaoying Xu</b> , <i>South China University of Technology, Shenzhen</i>		V

Session-Room: <b>Z1-B</b>		Chair: <b>Pei-Lee Teh</b> <i>Monash University, Malaysia</i>	Track: <b>"E-healthcare and other issues"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>		<b>M</b>
<b>12</b>	Customer-centered and Technology-enabled Homecare Service: Opportunities for Value Creation	 <b>Wei-Hsi Hung</b> , <i>National Chengchi University</i> <b>Eldon Y Li</b> , <i>National Chung Cheng University</i> <b>Yu-Hang Chen*</b> , <i>National Chengchi University (**)</i>		V
<b>27</b>	Knowledge-Based Clubhouse Adoption Intention in the Post-COVID-19 Era in the Hospitality Industry	<b>Chia-Shiang Hsu*</b> , <i>National Kaohsiung University of Hospitality and Tourism</i> <b>Shih-Wei Chou</b> , <i>National Kaohsiung University of Science and Technology</i> <b>Ming-Chia Hsieh</b> , <i>Far East University, Taiwan</i> <b>Emmanuel Kwame Opoku</b> , <i>National Kaohsiung University of Hospitality and Tourism</i>		P

64	Study on the Influencing Factors of Health Information Sharing Behavior of the Elderly under the Background of Normalization of Pandemic Situation	 <b>Chenyu Li, Chengxi Sun, Xiang Chang*, Luoming Liang, Yao Ma, Fan Ke, Sichuan University (***)</b>	V
<b>10:30 AM - 12:00 PM December 6, 2021, Monday</b>			
Session-Room: <b>Z2-A</b>	Chair: <b>Vandana Ahuja</b> <i>Amity Business School, Noida, Uttar Pradesh, India</i>	Track: <b>"Digital marketing and consumer behavior"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
40	The Impact of Live Commerce on Consumers' Retail Shopping Experience	<b>Chuntao Shu, Wenzhou Kean University</b>	V
56	Is natural more beautiful? Research on natural product preference based on IAT	<b>Xiaobei Liang, Yi Zhang*, Hu Meng, Tongji University</b>	V
85	Research on the Effects of Youth Personalities on Impulse Purchasing Intention	<b>Qiong Jia, Anqi Zhang*, Hohai University Ziyu Wan, China Telecom</b>	P
Session-Room: <b>Z2-B</b>	Chair: <b>Pimmanee Rattanawicha</b> <i>Chulalongkorn University, Thailand</i>	Track: <b>"COVID-19 and other related topics"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
35	A new supply chain reconfiguration during COVID-19	<b>Hung Hsing Yang, National Chengchi University</b>	V
63	Technology-enabled innovations to combat Covid-19 pandemic: A Case Study between Thailand and Taiwan	<b>Suangchanok Tangkomsaengtong*, Peter Ractham, Thammasat University, Thailand Eric Chiu, National Chung-Hsing University Smith Chutima, Chiang Mai University, Thailand</b>	V
81	Scares and Stocks: Evidence from Twitter Sentiments During Covid-19	<b>Fu Xin*, Business School of Hohai University Senxiao Lai, Case Western Reserve University, USA Yue Miao, Business School of Hohai University</b>	P
<b>2:00 PM - 3:30 PM December 6, 2021, Monday</b>			
Session-Room: <b>Z3-A</b>	Chair: <b>Qiong Jia</b> <i>Hohai University</i>	Track: <b>"Digital marketing and consumer behavior"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
14	Size does matter: How do Micro-influencers Impact Follower Purchase Intention on Social Media?	 <b>Gloria H.W. Liu, Ying Li*, Xi'an Jiao Tong Liverpool University Neil Chueh-An Lee, National Chiayi University (**)</b>	V
24	Customer segmentation using real transactional data in E-commerce Platform: a case of online fashion bags shop	<b>Zhouzhou Yan*, Yang Zhao, Wuhan University</b>	V
47	Exploring the Impact of Sports Celebrity's Endorsements on Live Streaming: Analysis of Gen Z's Purchase Intention	<b>Zirui Wang, Wenzhou-Kean University</b>	V
Session-Room: <b>Z3-B</b>	Chair: <b>Frank W.H. Hung</b> <i>National Chengchi University</i>	Track: <b>"Virtual communities and social commerce"</b>	
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
2	Motivations of User Engagement in eWOM of Chinese Microblog	<b>Shiyao Lu*, Ming Tian, Hohai University Business School</b>	V
3	An Empirical Study on Consumption Intention of Virtual Tour Streaming	<b>Chia-Shiang Hsu*, National Kaohsiung University of Hospitality and Tourism Ming-Chia Hsieh, Far East University, Taiwan Junko Yang, National Kaohsiung University of Hospitality and Tourism Wen Chin Yeh, Ling Tung University, Taiwan</b>	P

54	Helping Beginning Vloggers to Overcome Cold Start: The Perspective of Identity Construction	 <b>Miyan Liao*</b> , <b>Xiying Sun</b> , <b>Jiaming Fang</b> , <i>University of Electronic Science and Technology of China</i> <b>Liangqiang Li</b> , <i>Sichuan Agricultural University (***)</i>	V
<b>3:30 PM - 5:00 PM December 6, 2021, Monday</b>			
Session-Room: <b>Z4-A</b>		Chair: <b>Stuart Orr</b> <i>Deakin University Business School, Australia</i>	Track: <b>"E-business strategies and models"</b>
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
17	Toward the Development of a Revised Technology Acceptance Model	<b>Joshua Ebere Chukwuere*</b> , <b>Onneile Juliet Ntseme</b> , <i>North-West University, South Africa</i> <b>Aijaz A. Shaikh</b> , <i>University of Jyväskylä, Finland</i>	V
41	Analysis of Sina Weibo Social Media Marketing Activities on Chinese Consumer Purchase Intention	<b>Weifeng Luo</b> , <i>Wenzhou Kean University</i>	V
92	An Empirical Analysis of Consumer Impulse Purchases	<b>Kaili Sun*</b> , <b>Xudong Luo</b> , <i>Guangxi Normal University</i>	V
<b>3:30 PM - 5:00 PM December 6, 2021, Monday</b>			
Session-Room: <b>Z4-B</b>		Chair: <b>Chong Guan</b> <i>Singapore University of Social Sciences, Singapore</i>	Track: <b>"Digital marketing and consumer behavior"</b>
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
65	The More Engaged, the More Generous: Examining the Influence of Viewers' Engagement on Their Gifting Behavior in Live Streaming Services	 <b>Yixuan Li*</b> , <b>Benjamin Yen</b> , <i>The University of Hong Kong (***)</i>	V
75	Herding Behavior in Online Restaurant Ratings: Moderating Effects of Reviewer Popularity and Observed Review Volume	<b>Dapeng Xu*</b> , <b>Hong Hong</b> , <i>Harbin Institute of Technology</i>	V
79	Research on the Construction Mechanism of Consumers' Trust Intentions and Behaviors in the Context of Live Streaming Shopping	<b>Cong Cao</b> , <b>Miaomiao Zheng*</b> , <b>Qianwen Xu</b> , <i>Zhejiang University of Technology, Hangzhou</i> <b>Xiuyan Shao</b> , <i>Southeast University, Nanjing</i> <b>Chunping Jiang</b> , <i>Zhejiang University of Technology</i>	V
<b>5:00 PM - 6:30 PM December 6, 2021, Monday</b>			
Session-Room: <b>Z5-A</b>		Chair: <b>Savvas Papagiannidis</b> <i>Newcastle University, Newcastle upon Tyne, U.K.</i>	Track: <b>"Innovation and digital transformations"</b>
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
23	Innovation quality, customer innovation and innovation culture: The relationship mediated by social media	<b>Ningning Jing</b> , <b>Yaling Li*</b> , <i>Hohai University</i> <b>Ming Sheng</b> , <i>The University of New South Wales, Australia</i>	V
52	Effect of Managerial Capability and Organizational Capability on Digital Innovation Among Organizations in Sri Lanka	<b>Sanduni Senaratne*</b> , <b>Dushyantha Kulatunga</b> , <i>University of Sri Jayewardenepura, Sri Lanka</i>	V
80	Exploring crowdfunding success in cross-culture framework	<b>Qiong Jia</b> , <b>Guanlin Wang*</b> , <i>Hohai University</i>	P
<b>5:00 PM - 6:30 PM December 6, 2021, Monday</b>			
Session-Room: <b>Z5-B</b>		Chair: <b>Aijaz A. Shaikh</b> , <i>University of Jyväskylä, Finland</i>	Track: <b>"AI and its applications"</b>
<b>ID</b>	<b>Paper Title</b>	<b>Authors</b>	<b>M</b>
20	Multimodal Sentiment Analysis Based on Deep Learning: Recent Progress	<b>Xudong Luo</b> , <b>Jie Liu*</b> , <b>Pingping Lin</b> , <b>Yifan Fan</b> , <i>Guangxi Normal University, Guilin</i>	V
55	Navigational Guidance – A Deep Learning Approach	<b>Benjamin Yen</b> , <b>Yu Luo*</b> , <i>Business School, The University of Hong Kong</i>	V
93	Review of Neural Network Algorithms	<b>Meiyong Liu</b> , <i>Hohai University</i>	V

\* denotes the presenter; \*\* denotes the outstanding paper; \*\*\* denotes the best paper.