

## Search Summary

**Query :** (((("International Conference on Electronic Business")) AND ((2016) WN YR))

**Type :** Expert

**Results :** 85

**Database(s) :** Compendex & Inspec

**Downloaded :** 7/5/2021

## 1. Proceedings of the International Conference on Electronic Business (ICEB)

**Accession number:** 20172703889006

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Language:** English

**ISSN:** 16830040

**Document type:** Conference proceeding (CP)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The proceedings contain 83 papers. The topics discussed include: Gamers' behavior via avatars in online games; an empirical examination of consumer behavior for search and experience goods in sentiment analysis; investigating service innovation of industry: using iBeacon as an example; to study effects of using human presenter in product image: applying an eye-tracker vs. facial expression translation; different individual's impact on learning performance in virtual reality; the effectiveness of applying virtual reality to educational purpose; an irrationally rational game model; herd behavior in global online shopping carnival; cultural industries and innovation-an empirical analysis; research status and prospect of consumer behavior in Omni-channel retailing; research status and prospect of consumer behavior in Omni-channel retailing; and the indirect effect of culture on privacy concerns in e-commerce: a cross-country study.

**Abstract type:** (Edited Abstract)

**Page count:** 728

**Database:** Compendex

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**Data Provider:** Engineering Village

## 2. Preface

**Accession number:** 20172703889007

**Authors:** Peng, Lifang (1)

**Author affiliation:** (1) Department of Management Science, School of Management, Xiamen University, China

**Corresponding author:** Peng, Lifang

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** I

**Language:** English

**ISSN:** 16830040

**Document type:** Journal article (JA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 3. Brand effect on customers' value perception in online customization

**Accession number:** 20172703889047

**Authors:** Zhou, Liang (1); Zhu, Wangsheng (1); Wang, Kanliang (1)

**Author affiliation:** (1) Renmin University of China, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 328-332

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** This paper investigates the brand effect on customer's value perception in online customization. We argue that though the online customization can add value for the customers, this effect is attenuated by brand because of the obfuscation of the attribution. Specifically, with the presence of brand, the output of customization process may be erroneously attributed to the brand so that the attitude and evaluation on the customization may be lowered because consumers always make decision and attribute the result based on the available and salient information.

**Number of references:** 28

**Main heading:** Sales

**Controlled terms:** Electronic commerce - Electronics industry

**Uncontrolled terms:** Brand - Customer values - Online customization - Value perceptions

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

#### 4. Corporate leadership in the digital age

**Accession number:** 20172703889030

**Authors:** Hamilton, John R (1); Tee, Singwhat (1); Prince, Kylie (1)

**Author affiliation:** (1) James Cook University, Australia

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 184-190

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Using the corporate leader's (CL) digital age positioning horizons matrix, the CL can find a unique strategic positioning point that is applicable to their corporate and to their chosen strategic directions within the digital age. This can be as a transformational, a transactional, an authentic or as a matrix-combined leadership approach. This paper suggests digital age leadership is best considered from a matrix-combined leadership approach.

**Number of references:** 43

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Corporate leaders - Digital age - Digitize - Leadership - Organizational - Strategic direction - Strategic positioning - Strategy

**Classification code:** 723.5 Computer Applications  
Computer Applications  
**Compendex references:** YES  
**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

## 5. Investigating service innovation of industry: Using ibeacon as an example

**Accession number:** 20172703889011  
**Authors:** Cheng, Kai Teng (1)  
**Author affiliation:** (1) National Chengchi University, Taiwan  
**Corresponding author:** Cheng, Kai Teng(kai820191@gmail.com)  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
**Volume:** 0  
**Part number:** 1 of 1  
**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016  
**Issue date:** 2016  
**Publication year:** 2016  
**Pages:** 24-34  
**Language:** English  
**ISSN:** 16830040  
**Document type:** Conference article (CA)  
**Conference name:** 16th International Conference on Electronic Business, ICEB 2016  
**Conference date:** December 4, 2016 - December 8, 2016  
**Conference location:** Xiamen, China  
**Conference code:** 128172  
**Publisher:** CEUR-WS  
**Abstract:** Service quality and service innovation may not only reflect consumers' satisfaction but also their revisit intention. Studies have focused on improving products or old services on electronic commerce. However, this study focused on enterprises' service innovation on mobile commerce. We developed a model that examined the impact of using iBeacon service on consumers' satisfaction and revisit intention. The pretest questionnaire was issued on the Internet, and the results revealed that the questionnaire was reliable. We evaluated whether services provided by an enterprise using the iBeacon system satisfies consumers and affects their revisit intention.  
**Number of references:** 40  
**Main heading:** Mobile commerce  
**Controlled terms:** Electronics industry - Service industry - Surveys  
**Uncontrolled terms:** IBeacon - Service innovation - Service Quality  
**Classification code:** 723.5 Computer Applications  
Computer Applications  
**Compendex references:** YES  
**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

## 6. Information security challenges in the new era of Fintech

**Accession number:** 20172703889053  
**Authors:** Li, Eldon Y. (1); Li, Jong Peir (1)  
**Author affiliation:** (1) National Chengchi University, Taiwan  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
**Volume:** 0  
**Part number:** 1 of 1  
**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016  
**Issue date:** 2016  
**Publication year:** 2016  
**Pages:** 367-373  
**Language:** English  
**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** After the recent cyber-attacks on financial institutions around the world, we are faced with a whole new set of challenges never seen before. Traditionally, fraud and theft were conducted in person or through traditional telecommunications such as telephone. However, today we are facing highly sophisticated and intelligent hackers who have the ability to illegally access financial institutions' computer systems from remote locations and even across borders. Therefore, this study will focus on reviewing the information security framework by adopting up-to-date standards as the way to counter financial information theft.

**Number of references:** 4

**Main heading:** Computer crime

**Controlled terms:** Crime - Electronic commerce - Electronics industry - Fintech - Network security - Personal computing - Security of data

**Uncontrolled terms:** Cyber-attacks - Financial information - Financial institution - Hacker - Remote location

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 7. Real-time routes design research of DIY tour based on greedy algorithm

**Accession number:** 20172703889038

**Authors:** Shi, Weina (1); Dong, Linfeng (1)

**Author affiliation:** (1) Hainan University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 263-268

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Compared with group tour, DIY tour is characterized by flexible time arrangements and uncertain routes planning. This paper has mainly employed partial greedy algorithm based on time series in designing real-time routes in DIY tours. As restaurant and accommodation are featured by time window constraint, thus the design is divided into several time partitions in line with 24-hour clock, and each partition has its tour behaviors including sighting, restaurant and accommodation. In each partition and its joint, the paper has availed partial optimal strategy of greedy algorithm so as to complete the overall routes design.

**Number of references:** 20

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Design research - Greedy algorithms - Optimal strategies - Optimum strategy - Real time - Time window constraint

**Classification code:** 723.5 Computer Applications

Computer Applications

**Numerical data indexing:** Time 8.64e+04s

**Funding Details:** Number: 51164008, Acronym: NSFC, Sponsor: National Natural Science Foundation of China; Number: 613154, Acronym: -, Sponsor: Natural Science Foundation of Hainan Province;  
**Funding text:** This work was supported by Natural Science Foundation of Hainan Province (under No. 613154), National Natural Science Foundation of China (under No.51164008).

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 8. Crowdsourcing based business model innovation and consumer engagement

**Accession number:** 20172703889037

**Authors:** Gatautis, Rimantas (1); Vitkauskaite, Elena (1)

**Author affiliation:** (1) Kaunas University of Technology, Lithuania

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 255-262

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The development of ICT caused changes in business approaches and models as well as various new phenomena such as crowdsourcing, gamification, big data, and internet of things. The present paper provides analysis of crowdsourcing and how it contributes to business model innovation as well as consumer engagement. Based on the analysis consumer engagement dimensions are defined and application opportunities of crowdsourcing in business model context are determined. These constructs are integrated and empirically tested in Lithuanian market defining what is a level of consumer engagement in crowdsourced activities used for business model innovation.

**Number of references:** 26

**Main heading:** Electronics industry

**Controlled terms:** Crowdsourcing - Electronic commerce

**Uncontrolled terms:** Business model innovation - Business modeling - Consumer engagement

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 9. How media and behavioral characteristics of mobile instant messenger affect intimacy and fatigue? the moderating effect of the communication context

**Accession number:** 20172703888988

**Authors:** Park, Yong Wan (1); Lee, Ae Ri (1)

**Author affiliation:** (1) Barun ICT Research Center at Yonsei University, Korea, Republic of

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 567-573

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Mobile instant messenger has become a part of our daily life because a smartphone is the primary communication device. To communicate other friends, they use a mobile instant messenger more frequently than giving a phone call. This study aims to investigate why people communicate others through a mobile instant messenger based on media and behavioral characteristics, which affect intimacy and fatigue. We expect this study would contribute for understanding the communication with a mobile instant messenger.

**Number of references:** 53

**Main heading:** Mobile telecommunication systems

**Controlled terms:** Behavioral research - Electronic commerce - Electronics industry - Fatigue of materials

**Uncontrolled terms:** Behavioral characteristics - Communication device - Daily lives - Instant messengers - Intimacy - Media synchronicities - Mobile communications - Moderating effect

**Classification code:** 723.5 Computer Applications

Computer Applications

- 951 Materials Science

Materials Science

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 10. Facets of visual aesthetics of mobile website

**Accession number:** 20172703888981

**Authors:** Cheng, Kaiteng (1)

**Author affiliation:** (1) National Chengchi University, Taiwan

**Corresponding author:** Cheng, Kaiteng(kai820191@gmail.com)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 496-506

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the advent of the era of mobile commerce, user browse mobile website on mobile devices is in the majority. The current literature focused on the web aesthetics. However, there is no related visual aesthetics scale for mobile website. Our purpose in this study was to verify the essential characteristics of aesthetics by conceptualizing, constructing, refining, and testing a multiple-item scale, VisMWA, designed to measure aesthetics in the mobile environment. The results showed that five factors and 26 key indicators of VisMWA. The VisMWA scale developed by present study will be able to provide enterprise the standard when they are designing mobile website; and makes it become high-aesthetics mobile website to increase the visitors.

**Number of references:** 27

**Main heading:** Mobile commerce

**Controlled terms:** Electronics industry - Mobile telecommunication systems - Websites

**Uncontrolled terms:** Essential characteristic - Key indicator - Mobile environments - Multiple items - Scale development - Visual Aesthetics

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 11. The development and tendency of cross-border E-commerce in China

**Accession number:** 20172703889024

**Authors:** Zhang, Xiaoke (1); Xiao, Tingting (1); Du, Rong (1)

**Author affiliation:** (1) Xidian University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 139-143

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Recent years witness the rapidly development of cross-border e-commerce in China, which presents as the springing up of the cross-border e-commerce platforms and enterprises. Beginning from analyzing the development of cross-border e-commerce in China, this article introduces the business modes and transaction process of cross-border e-commerce, finds out several problems which are against further development, and predicts the tendency of cross-border E-commerce.

**Number of references:** 6

**Main heading:** Electronic commerce

**Controlled terms:** Electronics industry

**Uncontrolled terms:** Business mode - Cross-border - Transaction process

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 12. The indirect effect of culture on privacy concerns in E-commerce: A cross-country study

**Accession number:** 20172703889021

**Authors:** Yu, Jongtae (1); Guo, Chengqi John (2)

**Author affiliation:** (1) University of Utah, United States; (2) James Madison University, United States

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 112-124

**Language:** English

**ISSN:** 16830040



**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In this study, we attempt to examine the indirect and moderating effects of culture on privacy concerns at the national level by comparing key determinants of privacy concerns and their effects between the culturally different two countries. We select the U.S. and South Korea (hereafter S. Korea) as a test bed because these two countries are significantly different in Hofstede's cultural scores. We designate the United States as Type I culture with "small power distance-strong individualistic-strong masculinity-weak uncertainty avoidance" characteristics to contrast with Type II culture countries (S. Korea) with "large power distance-weak individualistic (collectivistic)-weak masculinity (feminine)-strong uncertainty avoidance" characteristics, consistent with previous studies.

**Number of references:** 56

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Cross-country studies - Indirect effects - Key determinants - Moderating effect - National level - Power distances - Privacy concerns - Uncertainty avoidance

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 13. Review on the research of online reviews' perceived credibility

**Accession number:** 20172703888998

**Authors:** Li, Qi (1); Ren, Xiaojing (1)

**Author affiliation:** (1) Xi'an Jiaotong University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 663-666

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Online review has become one of the most important references for modern consumers to purchase products or service. Based on combing the related literature on credibility of internet public opinions, this paper gives a summary of influence factors of perceived credibility of online reviews through three aspects: the credibility of source, the credibility of channel and the credibility of information. From the angle of online reviews information structure characteristics (including additional reviews vs. one-time reviews), this paper aims to discuss which one has higher perceived credibility, and information quality adjust the differences in perceived credibility.

**Number of references:** 31

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Credibility of Sources - Information quality - Information structures - Internet public opinions - One-time - Online reviews - Perceived credibility

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

#### 14. A research growth study in big data field

**Accession number:** 20172703889048

**Authors:** Lin, Yao-Hung (1); Yang, Jiann-Min (1)

**Author affiliation:** (1) National Chengchi University, Taiwan

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 333-336

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Responding to the diffusion and growth of big data research, this study adopted the bibliometric approach to describe the growth of the literatures, the distribution of journals, publication countries and subject area. This study collected the relative literature by querying the Social Science Citation Index (SSCI) of ISI Web of knowledge database, where we could collect the big data literatures in academic papers, systematically. Data from citation indexes can be analyzed to determine the popularity and impact of specific articles, authors, and publications. The results provided the distribution of core journals, and described the trends and feature of big data research for researchers interested in this field.

**Number of references:** 4

**Main heading:** Big data

**Controlled terms:** Behavioral research - Electronic commerce - Electronics industry - Indexing (of information) - Query processing

**Uncontrolled terms:** Academic paper - Bibliometric - Bibliometrics - Citation indexes - Core journals - Growth studies - Social science citation indices - Web of knowledge

**Classification code:** 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

#### 15. Understanding the drivers' continuous intention of online car booking service

**Accession number:** 20172703889034

**Authors:** Luo, Chuan (1); Wang, Yuting (1); Ye, Juelin (1); Tang, Zhenyang (1)

**Author affiliation:** (1) Southwestern University of Finance and Economics, Chengdu, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 214-220

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Based upon commitment theory, this study explores the effect of organizational commitment on drivers' continuous intention to provide online car booking service. We further investigate the antecedent factors of the drivers' organizational commitment. Online survey is utilized to collect data from the drivers who are providing service current from various companies in China. The results show that affective commitment and normative commitment serve as the crucial determinants to affect drivers' continuous intention. Besides, social interaction ties with company, with customers, drivers' rewards, as well as their sense of self-value cultivate their organizational commitment perception. We then propose our theoretical and practical implications according to the findings of this study.

**Number of references:** 24

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Continuous intention - Online car booking service - Organizational Commitment - Rewards - Sense of self-value - Social interactions

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 16. Research on the service model of higher vocational E-commercialized curriculum based on value network

**Accession number:** 20172703889041

**Authors:** Tang, Ning (1); Li, Qi (2); Lai, Lingling (2)

**Author affiliation:** (1) Xi'an Jiaotong University, Xiamen City University, China; (2) Xi'an Jiaotong University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 281-288

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In the environment of internet and e-commerce, the service of e-commercialized curriculum has gradually begun to develop. This paper introduces the theory of value network to support the service model of e-commercialized curriculum. Firstly, it analyzes the value network theory and its relationship with electronic commerce, and then discusses the existing problems and advantages of higher vocational e-commercialized curriculum. On the basis of these, it takes an analysis on the relationship between the members of value network, constructs the service model of higher vocational e-commercialized curriculum based on value network, and analyzes the value source, organizer, key factors and the integration process of the service model of higher vocational e-commercialized curriculum.

**Number of references:** 17

**Main heading:** Curricula

**Controlled terms:** Electronic commerce - Electronics industry

**Uncontrolled terms:** Existing problems - Integration process - Service Model - Value network - Value network theories

**Classification code:** 723.5 Computer Applications

Computer Applications

- 901.2 Education

Education

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 17. Toward a better understanding of the virtual economy platforms

**Accession number:** 20172703888985

**Authors:** Nazir, Mohamed (1); Lui, Carrie Siu Man (1); Hamilton, John R. (1)

**Author affiliation:** (1) James Cook University, Australia

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 534-539

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Understanding the virtual world (VW) platforms, the virtual currency (v-currency) exchange rate, and the marketplace is critical to the success of the virtual economy (v-economy). However, the current knowledge on VW platforms, marketplace, and currency exchange rate is incomplete. Drawing on the v-economy dimensions, this study proposes a diagram that produces a suitable integration of dimensions, which provides high chances of improving the v-economy activities in the VW. The finding indicates that there are three dimensions that could integrate together to improve a v-economy platform, and these are a dynamic platform, a free currency exchange rate, and a free marketplace.

**Number of references:** 32

**Main heading:** Knowledge management

**Controlled terms:** Electronic money - Electronics industry - Finance - Virtual reality

**Uncontrolled terms:** Exchange rates - Virtual currency - Virtual economy - Virtual marketplace - Virtual worlds

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 18. Gauging loyalty: A local swim school fitness training study

**Accession number:** 20172703889019

**Authors:** Hamilton, John (1); Tee, Singwhat (1); Franklin, Travis (1)

**Author affiliation:** (1) James Cook University, Australia

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Volume:** 0

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**Language:** English

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**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Local swim schools are places where parents can pay and have their children undertake useful fitness training programs. This study follows a pre-event, at-event and post-event behavioral model to gauge how parent loyalty may be promoted over time. This value model shows swim schools with quality products, reasonable pricing, good servicing and offering an emotionally satisfying experience likely generate ongoing parent loyalty. Hence swim schools monitoring parent perceptions of their fitness training programs should deploy skilled (and personable) fitness trainers (or coaches) and should build programs that grow the parent's motivation to attend.

**Number of references:** 31

**Main heading:** Health

**Controlled terms:** Electronic commerce - Electronics industry - Personnel training - Sports

**Uncontrolled terms:** Behavioral model - Fitness - Fitness training - Loyalty - Quality product - Swim school - Value - Value model

**Classification code:** 461.3 Biomechanics, Bionics and Biomimetics

Biomechanics, Bionics and Biomimetics

- 461.6 Medicine and Pharmacology

Medicine and Pharmacology

- 723.5 Computer Applications

Computer Applications

- 912.4 Personnel

Personnel

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 19. The cross-border electricity business cloud services platform based on a combination of cloud computing services composition

**Accession number:** 20172703889025

**Authors:** Tang, Bingyong (1); Liang, Xiaobei (2)

**Author affiliation:** (1) Donghua University, China; (2) Tongji University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Nowadays cloud computing industry has turned to the stage of small-scale application from the stage of import and preparation, so business model has become an integral part in cloud computing. According to the existing problem of commercial operation in cloud computing, by analyzing and forecasting the service composition effects, this paper proposes the theoretical thought of synthetic prediction of risk management for cloud computing services composition systems, gives a synthetic prediction model of services composition, namely multi-layer recurrent model, and analyzes its properties. Then based on multi-layer recurrent model, the construction and application prospect of the cloud service platform based on cloud computing service portfolio is discussed.

**Number of references:** 15

**Main heading:** Electronics industry

**Controlled terms:** Cloud computing - Composition effects - Electronic commerce - Forecasting - Predictive analytics - Risk management - Web services

**Uncontrolled terms:** Application prospect - Cloud computing services - Commercial operation - Electricity business - Existing problems - Service compositions - Services composition - Small-scale applications

**Classification code:** 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 951 Materials Science

Materials Science

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 20. A hybrid quantum algorithm based on magtd to solve the problem of the last mile in electronic commerce

**Accession number:** 20172703888977

**Authors:** Ning, Tao (1); Wang, Xu Ping (1); Sun, Ming Qian (1)

**Author affiliation:** (1) Dalian University of Technology, Dalian, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** For the purpose of solving the problem of the last mile in electronic commerce, this paper establishes the mathematical model to minimize the travel cost and stability value, an improved double chains quantum genetic algorithm was proposed. Firstly, it proposes the method of double chains structure coding including vehicle chain and customer chain. Secondly, it proposes non-dominated sorting based on the crowding distance selection strategy. Thirdly, the most satisfying solute is obtained by the MAGTD (multi-attribute grey target decision model). Finally, the novel method is applied to a dynamic simulation, and the result of comparing with other classical algorithms verifies its effectiveness.

**Number of references:** 19

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce - Genetic algorithms - Quantum theory

**Uncontrolled terms:** Crowding distance - Distribution models - Double chain - Grey target decisions - Last mile - Non-dominated Sorting - Quantum algorithms - Quantum genetic algorithm

**Classification code:** 723.5 Computer Applications

Computer Applications

- 931.4 Quantum Theory; Quantum Mechanics  
 Quantum Theory; Quantum Mechanics  
**Compendex references:** YES  
**Database:** Compendex  
 Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

## 21. Entropy weight measure model of online influential users' relative social capital

**Accession number:** 20172703888986  
**Authors:** He, Jianmin (1); Wei, Suxia (1); Xin, Linyi (1); Han, Maoxin (1); Liu, Yezheng (1)  
**Author affiliation:** (1) Hefei University of Technology, China  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
**Volume:** 0  
**Part number:** 1 of 1  
**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016  
**Issue date:** 2016  
**Publication year:** 2016  
**Pages:** 540-552  
**Language:** English  
**ISSN:** 16830040  
**Document type:** Conference article (CA)  
**Conference name:** 16th International Conference on Electronic Business, ICEB 2016  
**Conference date:** December 4, 2016 - December 8, 2016  
**Conference location:** Xiamen, China  
**Conference code:** 128172  
**Publisher:** CEUR-WS

**Abstract:** Based on the perspectives of information resource management and social capital measurement, this paper studies how influential users acquire, accumulate, and use their social capital in social networks to explore the general rules, which enterprises use influential users' relative competitiveness in their topic areas of expertise to advertise precisely. The paper describes the social capital differences among influential users by introducing and calculating users' relative social capital. Results show that user's social capital values in different fields are dissimilar, and the scope and intensity of social capital among different users are relative. The proposed method is proved to be effective and reasonable.

**Number of references:** 35

**Main heading:** Economic and social effects

**Controlled terms:** Competition - Electronic commerce - Electronics industry - Entropy - Information management

**Uncontrolled terms:** Entropy weights - Influential users - Information resource management - Measure model - Online users - Social capitals - Topic areas

**Classification code:** 641.1 Thermodynamics

Thermodynamics

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 971 Social Sciences

Social Sciences

**Funding Details:** Number: 71490725, Acronym: NSFC, Sponsor: National Natural Science Foundation of China; Number: 2013CB329603, Acronym: NKRDPC, Sponsor: National Key Research and Development Program of China; Number: 14YJA630015, Acronym: -, Sponsor: Humanities and Social Science Fund of Ministry of Education of China;  
**Funding text:** This work described in this paper was partially supported by National Key Basic Research Program of China(2013CB329603), and was also supported by National Science Foundation of China (Project Nos. 71490725), the Ministry of Education of Humanities and Social Science Project (Project Nos. 14YJA630015).

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 22. Enhancing social media marketing with a brand post management process

**Accession number:** 20172703888990

**Authors:** Tsai, Tina Pingting (1); Lin, Jyhjong (2); Li, Jiaru (2)

**Author affiliation:** (1) Hsuan Chuang University, Taiwan; (2) Ming Chuan University, Taiwan

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Pages:** 577-582

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In recent years, enterprises are increasingly using social media to enhance the marketing effects about their brands and services. As such, brand pages on social media sites with brand posts placed are commonly used for effecting desired marketing features such as advertisement of services and assistance of customers. Therefore, it has become an important objective for enterprises to enhance the effects of their brand pages via sufficient management mechanisms. For this purpose, we present in this paper a management process that focuses on the organization, execution, and control of brand posts to enhance their marketing effects.

**Number of references:** 30

**Main heading:** Marketing

**Controlled terms:** Electronic commerce - Electronics industry - Social networking (online)

**Uncontrolled terms:** Brand page - Brand post - Management mechanisms - Management process - Marketing effect - Social media - Social media marketings

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

**Funding Details:** Number: MOST 104-2410-H-130-025, Acronym: MOST, Sponsor: Ministry of Science and Technology, Taiwan;

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**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 23. Understanding trust transference among social network friends in social commerce

**Accession number:** 20172703888999

**Authors:** Tan, Ee Xion (1); Teh, Pei-Lee (2); Ahmed, Pervaiz K. (2)

**Author affiliation:** (1) Taylor's University, Malaysia; (2) Monash University, Malaysia

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 667-672

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)



**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** This study aims to examine the trust transference among social network friends in social commerce through a randomised experimental design. A total of 558 respondents participated in the experimental study. The findings of this study suggest that trust propagates from one to another in a transitive network path structure (i.e. between a direct-friend relationship, to one of friend-of-friend, friend-of-friend-of-friend or virtual friend relationship) in the social commerce context. Trust is also positively transfers between strong-tie friends when it is examined in the context of message framing with positive and negative attributes.

**Number of references:** 29

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Friend-of-friend - Message framing - Network paths - Social commerces - Social ties - Trust transference

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 24. Optimal outsourcing strategy: A stochastic optimization approach

**Accession number:** 20172703889032

**Authors:** Chung, Ming-Tao (1); Chi, Yan-Ping (1); Hsieh, Ming-Hua (1)

**Author affiliation:** (1) National Chengchi University, Taiwan

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 199-206

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** As the production capacity of a company over a certain period of time is limited, enterprises must carefully consider product line development or outsourcing options. Unlike traditional studies that use static or comparative static analyses to determine optimal production strategies, this paper proposes a stochastic optimization model that can be used to determine optimum quantities of multiphase development or outsourcing. The proposed model can be used as a decision framework for future production allocation in high-tech industries that face uncertain demands. It can also be used as a financial projection tool.

**Number of references:** 14

**Main heading:** Stochastic models

**Controlled terms:** Electronic commerce - Electronics industry - Optimization - Outsourcing - Stochastic systems

**Uncontrolled terms:** Optimal outsourcing - Optimal production strategies - Product line development - Production allocation - Production decisions - Stochastic optimization approach - Stochastic optimization model - Stochastic optimizations

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 921.5 Optimization Techniques

Optimization Techniques  
- 922.1 Probability Theory  
Probability Theory  
- 961 Systems Science  
Systems Science

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 25. A research on continuous using intention of the Q&A community platform: Evidence from "zhihu.Com"

**Accession number:** 20172703889005

**Authors:** Hou, Jizhi (1); Tang, Yuehuan (2); Shuai, Qinghong (1); Xie, Lu (1)

**Author affiliation:** (1) Southwestern University of Finance and Economics, China; (2) Xi'An Jiaotong University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 716-724

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** We set "zhihu.com" as an example and integrate a new model to study the user's intention to continuously using the network Q & A community platform based on traditional S-O-R model, Information System (IS) success model, the unified theory of acceptance and use of technology (UTAUT) model and Error Correction Model (ECM). In the social dimension, technological dimension, service quality dimension, we carried out an empirical research on the important factors affecting the user's continually using the network Q & A community platform. Finally, we put forward suggestions and Countermeasures on how to manage the network innovation community and encourage users to participate it effectively.

**Number of references:** 28

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce - Error correction

**Uncontrolled terms:** Continuously use - Empirical research - Error correction models - Information system success model - Network innovations - Social dimensions - The intention to continue using - The unified theory of acceptance and use of technology(UTAUT)

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 26. Research on the issue of payments in the cross-border E-commerce

**Accession number:** 20172703889054

**Authors:** Chen, Chen (1); Xiao, Ting Ting (1); Du, Rong (1)

**Author affiliation:** (1) Xidian University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Publication year:** 2016

**Pages:** 374-379

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Cross-border e-commerce is the combination of "Internet+" International Trade, which shorten the distance between products and market in time and space, and promote trade development. While cross-border payment services play an important role in cross-border e-commerce, once the payment services is not successful, it means we are unable to make a deal, so, it pushes the completion of cross-border e-commerce transactions. This paper researches the concept of cross-border e-commerce and cross-border payment, and develops a model to describe current situation of China's cross-border payment business, summarizes the domestic and foreign cross-border e-commerce platform to solve cross-border payments service solutions. Finally, we analyze the opportunities and challenges of Xi'an city facing e-commerce cross-border payment, and proposes solutions.

**Number of references:** 14

**Main heading:** Electronic commerce

**Controlled terms:** Electronics industry - International trade

**Uncontrolled terms:** Cross-border - Current situation - E-commerce transactions - Paper research - Payment services - Third party payments - Xi'an cities

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 27. Research status and prospect of consumer behavior in omni-channel retailing

**Accession number:** 20172703889020

**Authors:** Dou, Libo (1)

**Author affiliation:** (1) Fuzhou University, China

**Corresponding author:** Dou, Libo(cndoulibo@163.com)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Publication year:** 2016

**Pages:** 105-111

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In recent years, the entity retail sales continue to decline in China, and retail enterprises are facing problems to combined the real economy effectively with the 'Internet plus'. With the development of the retail industry, Omni-Channel Retailing, combined with the physical channels, e-commerce, information media channels, came into being. We discuss the present situation of retailing in China. We also introduce articles in this special issue on consumer behavior. We end with putting forward limitations and future research in this area.

**Number of references:** 22

**Main heading:** Consumer behavior

**Controlled terms:** Electronic commerce - Electronics industry - Sales  
**Uncontrolled terms:** Customer experience - eBusiness - Information media - Omni-Channel Retailing - Physical channels - Present situation - Retail enterprise - Retail industry  
**Classification code:** 723.5 Computer Applications  
Computer Applications  
- 931.3 Atomic and Molecular Physics  
Atomic and Molecular Physics  
**Compendex references:** YES  
**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

## 28. Industrial migration factors shaping regional network economy formation: Based on diamond economic circle empirical study

**Accession number:** 20172703889023  
**Authors:** Shi, Li (1)  
**Author affiliation:** (1) Chengdu University of Information Technology, China  
**Corresponding author:** Shi, Li(Shili@cuit.edu.cn)  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
**Volume:** 0  
**Part number:** 1 of 1  
**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016  
**Issue date:** 2016  
**Publication year:** 2016  
**Pages:** 133-138  
**Language:** English  
**ISSN:** 16830040  
**Document type:** Conference article (CA)  
**Conference name:** 16th International Conference on Electronic Business, ICEB 2016  
**Conference date:** December 4, 2016 - December 8, 2016  
**Conference location:** Xiamen, China  
**Conference code:** 128172  
**Publisher:** CEUR-WS  
**Abstract:** The purpose of this paper is to provide new evidence on the relationship between industrial migration and "Internet+" economy diffusion. For this purpose we conduct the research by Industrial Structure Migration Assessment Model as well as empirical data during the period from 2010 to 2015. On the basis of empirical tests of Chengdu, Chongqing, Xi'an and Kunming, we focus on the "Internet+" economy development of growth poles in Diamond Economic Circle. We find that industrial structure in these regions has shown an obvious trend of advanced, inertia and cooperative, which improves the capacity of e-readiness and lays favorable foundation for "Internet+" economy diffusion for Diamond Economic Circle. Policies for developing "Internet+" economy in Diamond Economic Circle are suggested at last.  
**Number of references:** 21  
**Main heading:** Industrial research  
**Controlled terms:** Diamonds - Electronic commerce - Electronics industry  
**Uncontrolled terms:** Assessment models - E-readiness - Economic circles - Empirical studies - Industrial migration - Industrial structures - Internet economy - Regional networks  
**Classification code:** 482.2.1 Gems  
Gems  
- 723.5 Computer Applications  
Computer Applications  
- 901.3 Engineering Research  
Engineering Research  
**Compendex references:** YES  
**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

## 29. Prediction strategy for E-commerce price negotiation

**Accession number:** 20172703889043

**Authors:** Cao, Mukun (1)

**Author affiliation:** (1) School of Management, Xiamen University, China

**Corresponding author:** Cao, Mukun(mkcao@xmu.edu.cn)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Publication year:** 2016

**Pages:** 293-298

**Language:** English

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Automated negotiation plays an important role in dynamic trading online, especially in B2C e-commerce, as it is crucially useful for the online merchants to achieve better trading outcomes and save vast trading cost. To address the critical issue, this paper develops a prediction strategy that using linear regression to predict the opponent's future offer trend, the theoretical model and the algorithm are proposed. To demonstrate the effectiveness of this model, we develop a prototype and conduct computer-computer automated negotiation to make comparison with the previous negotiation strategy model. The experimental result shows that the agent with our newly designed strategy model can significantly increase the agreement rate and joint outcome of the both sides.

**Number of references:** 16

**Main heading:** Electronic commerce

**Controlled terms:** Automation - Electronics industry - Forecasting - Intelligent agents - Linear regression

**Uncontrolled terms:** Automated negotiations - B2C electronic commerce - Negotiating agents - Negotiation strategy - Online merchants - Price negotiations - Strategy modeling - Theoretical modeling

**Classification code:** 723.5 Computer Applications

Computer Applications

- 731 Automatic Control Principles and Applications

Automatic Control Principles and Applications

- 922.2 Mathematical Statistics

Mathematical Statistics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### **30. System dynamics based simulation study on storage and distribution integration of electronic commerce enterprise**

**Accession number:** 20172703888973

**Authors:** Yuan, Xiaojian (1); Zhang, Qishan (1)

**Author affiliation:** (1) Fuzhou University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Publication year:** 2016

**Pages:** 408-415

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the strong advocacy of national policies and the rapid development of electronic commerce, offline logistics operation has become the key to efficient and fast e-commerce. This paper will use the system dynamic method to build an integrated warehousing and distribution system of e-commerce, applying the computer simulation to analyze the change of each parameter after the target inventory and delay time have changed. Suggestions will be put forward at last: building of an info-sharing mechanism, reducing the delay time via active coordination, predicting the target inventory of distribution center on time. Through these to reduce the average cost and the possibility of short supply at distribution center, and thus guarantee the delivery quality and speed, optimize buyers' shopping experience, form a virtuous circle and enhance the overall competence of the supply chain.

**Number of references:** 23

**Main heading:** Electronic commerce

**Controlled terms:** Electronics industry - Supply chains - System theory - Warehouses

**Uncontrolled terms:** Distribution centers - Distribution systems - Integrated warehousing and distribution - Logistics operations - Sharing mechanism - Simulation - Simulation studies - System Dynamics

**Classification code:** 694.4 Storage

Storage

- 723.5 Computer Applications

Computer Applications

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 961 Systems Science

Systems Science

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 31. An empirical study of the effect on traffic of large online promotion activities

**Accession number:** 20172703888972

**Authors:** Ding, Hantao (1); Zhang, Liyi (1); Li, Li (1)

**Author affiliation:** (1) Wuhan University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Pages:** 399-407

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**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** This study selects multiple indicators of Web Analytics to measure the volume and quality of traffic, and collects the time series data of a certain brand's sales on JD.com from October 27, 2014 to June 30, 2015, using the Structural Time Series Model to analyze the effect of attracting traffic of five large-scale online promotion activities during this period. The results for the case study show that: large-scale online promotion activities have a significant positive effect on total page traffic, but the difference is showed on the quality effect of the page traffic; different activities affect the volume of unpaid traffic differently, while effects on traffic quality are not significant. This analysis may benefit e-commerce sites to develop a better strategy to carry out similar promotion activities.

**Number of references:** 43

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce - Time series

**Uncontrolled terms:** JD.com - Online promotion - Structural time series models - Web analytics - Website traffics

**Classification code:** 723.5 Computer Applications

Computer Applications

- 922.2 Mathematical Statistics

Mathematical Statistics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 32. The influence of belief and justice on brand loyalty in social commerce

**Accession number:** 20172703888983

**Authors:** Cheng, Jao-Hong (1); Lin, Li-Wei (2); Du, Timon C. (3); Shih, Dong-Her Shih (1)

**Author affiliation:** (1) National Yunlin University of Science and Technology, Taiwan; (2) Ningbo Polytechnic, China; (3) Chinese University of Hong Kong, Hong Kong, Hong Kong

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 516-520

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** This paper presents a research model to examine factors influencing brand loyalty and these relationships in social commerce. The model comprises four research hypotheses with five constructs, including behavioral beliefs, normative beliefs, control beliefs, justice and brand loyalty. The constructs are measured by well-supported measures in the literature. The hypotheses are tested via an empirical study of social commerce. Structural equation modeling is used to analyze survey data collected from 363 usable responses. The results show that, in the order of importance, control beliefs, behavioral beliefs and normative beliefs are the major factors contributing to justice and in turn enhance brand loyalty for the social commerce as a whole.

**Number of references:** 37

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Behavioral Beliefs - Brand loyalty - Control beliefs - Justice - Normative Beliefs - Social commerces

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 33. An irrationally rational game model

**Accession number:** 20172703889015

**Authors:** Zhou, Xiaoyan (1); Luo, Xudong (1)

**Author affiliation:** (1) Sun Yat-Sen University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 48-58

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In the application of game theory into the scenario of selling and buying a product in real life, sellers and buyers concern not only the acquisition utility of the good but also the transaction utility. To this end, in this paper we develop a game model with payoff matrix of aggregating transaction utility and acquisition utility, where we set the perceived transaction utility of a customer according to prospect theory. Moreover, we also study how the equilibrium of a game of this kind is influenced by some irrational factors that can be reflected by transaction utility. Finally, we use our model explain why online promotion selling in Tmall.com on Singles' Day is so successful in China.

**Number of references:** 30

**Main heading:** Game theory

**Controlled terms:** Electronic commerce - Electronics industry - Sales

**Uncontrolled terms:** Game models - Payoff matrix - Price discount - Prospect theory - Rational games - Transaction utility

**Classification code:** 723.5 Computer Applications

Computer Applications

- 922.1 Probability Theory

Probability Theory

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 34. Critical acceptance factors of cloud-based public health records

**Accession number:** 20172703889050

**Authors:** Hung, Wei-Hsi (1); Chang, I-Cheng (2); Yang, Zong Cheng (3); Li, Eldon Y. (1)

**Author affiliation:** (1) National Chengchi University, Taiwan; (2) National Dong Hwa University, Taiwan; (3) National Chung Cheng University, Taiwan

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 346-351

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Personal health records (PHR) is a tool that can be used to assist patients in health management, and cloud-based PHR is expected to effectively integrate medical resources and information, elevate overall healthcare quality, and reduce unnecessary medical costs. This study tends to explore the factors that affect users' intention to use with regard to the Microsoft HealthVault hybrid cloud health system in Taiwan. A research model combined with Unified Theory of Acceptance and Use of Technology (UTAUT) and Task-Technology Fit (TTF) models as well as



perceived risks and trust is proposed including 10 hypotheses. After conducting a series survey, in total, 254 valid questionnaires in Taiwan were received. Some preliminary findings are discussed, and it is hoped that this model can be used to explore the key factors influencing usage intent toward the HealthVault.

**Number of references:** 44

**Main heading:** Information management

**Controlled terms:** Electronic commerce - Electronics industry - Health care - Surveys

**Uncontrolled terms:** Health management - Healthcare quality - Personal health record - Task technology fit - Tasktechnology fits (TTF) - Technology acceptance - The unified theory of acceptance and use of technology(UAUT) - Trust

**Classification code:** 461.7 Health Care

Health Care

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 35. Contracting for IT outsourcing with asymmetric information

**Accession number:** 20172703889035

**Authors:** Zhang, Zongming (1); Xu, Xiaoqing (2)

**Author affiliation:** (1) Xidian University, China; (2) Chang'An University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 221-243

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** IT outsourcing allows a business to reduce the cost of IT service delivery and improve the quality of IT service by taking advantage of the service provider's economics of scale and technical expertise. However, the successful outsourcing of IT service is hampered by lack of guidance on how to design incentive contracts to encourage performance of the service provider, especially in the presence of information asymmetry and incentive divergence. In this article, we identify and characterize two asymmetric information factors: asymmetric effort information and asymmetric capability information. Depending on whether the service provider's effort information and capability information is symmetric or not, we consider three information scenarios and characterize optimal incentive contracts for each scenario. We also introduce the concept of information value to quantify the adverse effects of the two asymmetric information factors. The results provide theoretical support for designing incentive contracts that mitigate the adverse effects of asymmetric information, and recommend effective guidance for activities so as to reduce the degree of information asymmetry.

**Number of references:** 29

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce - Outsourcing

**Uncontrolled terms:** Asymmetric information - Contract design - Incentive contracts - Information asymmetry - Information value - IT outsourcing - Principal agent models - Technical expertise

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### **36. Exploring the impact of different sources credibility on app downloading behavior: An ELM perspective**

**Accession number:** 20172703889001

**Authors:** Fu, Tzu-Wei (1); Hsu, Jack Shih-Chieh (1); Huang, Gaun-Ju (1)

**Author affiliation:** (1) National Sun Yat-sen University, Taiwan

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 679-684

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the increasing of using smart phone, people began to use "App" in their daily life. While they need to download a specific type of App, the developer of the App will provide them an introductory page which describes the functionality of the App and contains statistical data. Besides, function of "your friend who has downloaded this App" is introduced to smart phone users. Therefore, many peripheral cues are listed in the page nowadays to persuade people to download. The purpose of this study is to understand whether peripheral cues in the introductory page can persuade people to download this App. In our study, we used ELM-based theory to explain the behavior of persuading. The expected contribution of this study is to understand three peripheral cues would influence App credibility which influence attitude toward downloading. This study will provide advices to App developers to promote their strategies of business.

**Number of references:** 19

**Main heading:** Electronics industry

**Controlled terms:** Application programs - Electronic commerce - Smartphones

**Uncontrolled terms:** Daily lives - Download - Elaboration likelihood models - Mobile - Source credibilities - Statistical datas

**Classification code:** 718.1 Telephone Systems and Equipment

Telephone Systems and Equipment

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### **37. A study on business ethics in internet commerce**

**Accession number:** 20172703889044

**Authors:** Yi, Ying (1)

**Author affiliation:** (1) Xiamen University, Xiamen, China

**Corresponding author:** Yi, Ying(yidiandian99@sina.com)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 299-305

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Although the rapid development of Internet commerce has brought new vitality for business model, it brings a lot of business ethics problems. This paper explores the business ethics in Internet environment. Because Information and Internet technology changes faster than business ethics, Business ethics lag arises. This results in ethics problems in Internet commerce. There isn't a particular Internet or e-commerce ethics, and the contents and norm of business ethics in Internet commerce are not fundamentally different from those in traditional commerce. However, the manifestations and scope of ethics issues in Internet commerce are different. The decision-making and implementation of ethics in Internet businesses environment differs from those in traditional businesses environment. The most prominent ethics problems in Internet commerce are online privacy and integrity. The governance of Internet business ethics should be conducted from three levels----institutional ethics, corporate ethics and individual ethics.

**Number of references:** 38

**Main heading:** Philosophical aspects

**Controlled terms:** Decision making - Electronic commerce - Electronics industry

**Uncontrolled terms:** Business ethics - Business modeling - Corporate Ethics - Internet commerces - Internet environment - Internet technology - Online privacy - Traditional commerce

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 38. Herd behavior in global online shopping carnival

**Accession number:** 20172703889016

**Authors:** Li, Qi (1); Xu, Xiaoyu (1); Peng, Lifang (2); Hsia, Tzyh-Lih (3); Huang, Chih-Jung (4); Wu, Jen-Her (4)

**Author affiliation:** (1) Xi'An Jiaotong University, China; (2) Xiamen University, China; (3) Cheng Shiu University, Taiwan; (4) National Sun Yat-Sen University, Taiwan

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 59-70

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** We have witnessed the magnificent power of herd behavior exhibited by the frantic crowd during the Alibaba's global online shopping carnival (OSC) which has made 9 Guinness world's records within 24 hours. This study explores the cognitive herding process and the critical factors facilitating herd behavior in OSC. Meanwhile, applying the theory of carnival, this study identifies three OSC behaviors which spread through the OSC herd. Using 473 samples from OSC participants, the hypotheses are supported by the empirical results. Information incentive (e.g.

promotion motivation and review information) and social influence (e.g. peer mimicry and endorsement influence) are two crucial preconditions for herd behavior; participation, interaction and playfulness capture the essence of OSC behavior. The results provide insights to: (1). the cognitive process of herd behavior; (2). the critical factors facilitating herd behavior in OSC; (3) the important OSC behavior imitated during the herding process.

**Number of references:** 74

**Main heading:** Behavioral research

**Controlled terms:** Electronic commerce - Electronics industry

**Uncontrolled terms:** Cognitive process - Critical factors - Herd behaviors - Online shopping - Social influence

**Classification code:** 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

**Numerical data indexing:** Time 8.64e+04s

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 39. E2.0 post-adoption: Extending the IS continuance model based on the technology-organization-environment framework

**Accession number:** 20172703889003

**Authors:** Jia, Qiong (1); Guo, Yue (1); Barnes, Stuart J. (2)

**Author affiliation:** (1) Hohai University, China; (2) King College London, United Kingdom

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 695-707

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** This paper extends the IS continuance model to improve our understanding of the determinants of E2.0 post-adoption. Our proposed research model incorporates four constructs into the IS continuance model: firm size, firm scope, subjective norms and competitive pressure based on the TOE framework. Results from a survey of customers of a leading E2.0 in China supported our model. We find that organizational and environmental context factors including subjective norms and competitive pressure significantly influence enterprises' intention to renew their E2.0 service. Perceived usefulness and satisfaction are no longer the strongest predictors of continuance usage in the context of enterprise system.

**Number of references:** 70

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Enterprise 2.0 - IS continuance - PLSPM - Post adoptions - Subjective norm

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 40. Point-of-interest recommendation algorithm based on user similarity in location-based social networks

**Accession number:** 20172703888978

**Authors:** Tang, Ning (1); Lin, Jiangyi (2); Weng, Wei (2); Zhu, Shunzhi (2)

**Author affiliation:** (1) Xi'an Jiaotong University, Xiamen City University, China; (2) Xiamen University of Technology, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 466-473

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Location-based social network is rising recent years with the development of mobile internet, and point-of-interest (POI) recommendation is a hot topic of this field. Because the factors that affect the behavior of users are very complex, most of the research focuses on the context of the recommendation. But overall context data acquisition in practice is often difficult to obtain. In this paper, we have considered the most common collaborative recommendation algorithm based on user similarity, and discussed several methods of user similarity definition. Comparing the effect of different methods in the actual dataset, experimental results show among the factors including that social relation, check-in and geographical location the check-in is extremely important, so this work is of certain guiding significance to the actual applications.

**Number of references:** 16

**Main heading:** Social networking (online)

**Controlled terms:** Data acquisition - Electronic commerce - Electronics industry - Location

**Uncontrolled terms:** Collaborative recommendation - Geographical locations - Guiding significances - Location-based social networks - Mobile Internet - Point of interest - Recommendation algorithms - Social relations

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 41. Understanding college student' acceptance of online credit offering services in China

**Accession number:** 20172703889000

**Authors:** Gao, Shang (1); Jing, Jia (1); Guo, Hong (2)

**Author affiliation:** (1) Zhongnan University of Economics and Law, China; (2) Anhui University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 673-678

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the rapid economic growth in China, peoples' consumption behavior is constantly changing. The online credit offering service is playing a more and more important role in China. In this paper, we aim to understand college students' acceptance of online credit offering services in China. A research model based on technology acceptance model (TAM) with six research hypotheses is proposed. And an empirical study with 239 subjects was conducted to test this model. According to the results, 4 of 6 hypotheses were supported. The results indicated that both perceived usefulness and subjective norm directly affected college students' behavior intention to use online credit offering services significantly.

**Number of references:** 25

**Main heading:** Students

**Controlled terms:** Electronic commerce - Electronics industry

**Uncontrolled terms:** College students - Empirical studies - Intention to use - Online credit offering service - Perceived risk - Perceived usefulness - Subjective norm - Technology acceptance model

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 42. Internet finance: A systematic literature review and bibliometric analysis

**Accession number:** 20172703889056

**Authors:** Liang, Xiaobei (1); Yang, Yibo (1); Wang, Jiani (1)

**Author affiliation:** (1) Tongji University, China

**Corresponding author:** Yang, Yibo(1yangyibo@tongji.edu.cn)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 386-398

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Internet finance has gained growing popularity in internet plus environment. While various problems have emerged, and hindered the sustainable growth of internet finance industry. Thus, a summary of existent research and directions for future study are expected. However, few comprehensive literature reviews has been published. This paper presents a thorough bibliometric and network analysis following a systematic literature review methodology. The analysis begins by identifying 331 published studies in Web of Science. Prolific authors, institutions and nations are identified by rigorous bibliometric tools. Based on citation and co-citation analysis, influential papers from different time periods are identified. Established and emergent research clusters are identified for topological analysis by coupling analysis. Future research opportunities are pointed out.

**Number of references:** 66

**Main heading:** Finance

**Controlled terms:** Electronic commerce - Electronics industry - Information analysis - Sustainable development - Topology

**Uncontrolled terms:** Bibliometric analysis - Co-Citation Analysis - Crowdfunding - P2p lending - Peer-to-peer lending - Research opportunities - Social lending - Systematic literature review

**Classification code:** 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 43. Net-mediated public opinion analysis of China's real estate

**Accession number:** 20172703888992

**Authors:** Zhu, Jianping (1); Shia, Ben-Chang (2); Luo, Xiangyu (3); Fan, Xinyan (1); Zen, Wuxiong (1); Zheng, Chenlu (1)

**Author affiliation:** (1) Xiamen University, China; (2) Taipei Medical University, Taiwan; (3) Datartisan Inc., China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 595-609

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the development of Internet technology, the analysis of net-mediated public opinion based on text mining, has become increasingly concerned by the academic community in recent years. In this paper, we do research on net-mediated public opinion of China's real estate in the second quarter of 2015 empirically with the association rules, text tendency analysis and other technology of data mining and visualization. On the basis of the demonstration, a basic framework of net-mediated public opinion analysis is constructed. According to the analysis of this paper, the distribution and association of hot topics in this quarter were found, and the overall tendencies of the topics were reviewed, also some relevant policy recommendations were given.

**Number of references:** 14

**Main heading:** Social aspects

**Controlled terms:** Association rules - Data visualization - Electronic commerce - Electronics industry - Text mining

**Uncontrolled terms:** Academic community - Internet technology - Opinion analysis - Policy recommendations - Public opinions - Real estate - Tendency analysis - Text tendency

**Classification code:** 723.5 Computer Applications

Computer Applications

- 901.4 Impact of Technology on Society

Impact of Technology on Society

- 903.1 Information Sources and Analysis

Information Sources and Analysis

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 44. How do Alibaba penetrate into and benefit from the internet finance sector successfully? An ecosystem perspective

**Accession number:** 20172703889055

**Authors:** Kuo, Chien-Liang (1); Wu, Qi-Zhen (2)

**Author affiliation:** (1) Chinese Culture University, China; (2) Minjiang University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 380-385

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The internet finance (or online financial) industry in China has boomed in recent years. Amongst the players, Internet attackers are quoted as key facilitators, fostering innovation and possessing a uniquely competitive landscape. To explore the methods through which such companies penetrate and benefit from the online financial sector, this study analyzes the evolutionary path of Alibaba's ecosystem during 2013 and 2015, discovering how Alibaba positions and shapes interactions within the ecosystem. Based on our findings, Alibaba first expanded to the investment and financial management sectors with regard to the entry strategy. Second, owing to its lack of experience in the financial landscape, Alibaba applied the evolutionary strategy and placed a higher focus on cooperating with Internet-based companies. Finally, to ensure sustainable and mutually beneficial relationships amongst most ecosystem players, Ant Financial became a keystone player, enabling Alibaba to serve as the physical dominator.

**Number of references:** 8

**Main heading:** Ecosystems

**Controlled terms:** Electronic commerce - Electronics industry - Evolutionary algorithms - Investments

**Uncontrolled terms:** Alibaba Group - Ecosystem analysis - Entry strategy - Evolutionary path - Evolutionary strategies - Finance industries - Financial managements - Financial sectors

**Classification code:** 454.3 Ecology and Ecosystems

Ecology and Ecosystems

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 45. Regional discrimination in P2P lending of China

**Accession number:** 20172703889052

**Authors:** Shi, Lidan (1); Zhang, Liyi (1)

**Author affiliation:** (1) Wuhan University, Wuhan, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

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**Pages:** 356-366

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Through empirical analysis of individual micro data from one peer-to-peer lending platform, this paper aims to expand the research on regional discrimination in China's P2P lending market from a new perspective. Descriptive statistics of orders and difference test of success rate show that, for cities of different grades, there is a huge difference in the success rate. The main empirical finding is that under the control of other factors, city grade has a significant positive effect on loan success rate, namely the success rate of cities developing better is higher, revealing the



existence of regional discrimination. Further study find the default rate of less developed cities, whose success rate is lower, is relatively higher, which proves the regional discrimination here is a rational statistical discrimination.

**Number of references:** 26

**Main heading:** Finance

**Controlled terms:** Electronic commerce - Electronics industry

**Uncontrolled terms:** Default rates - Descriptive statistics - Empirical analysis - Empirical findings - P2p lending - Peer-to-peer lending - Regional discrimination

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 46. Institutional pressures, top management and M-commerce adoption in organizations: An empirical study of SMEs in China

**Accession number:** 20172703889002

**Authors:** Li, Liwei (1); Tao, Qiuyan (1)

**Author affiliation:** (1) Beijing Union University, Beijing, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 685-694

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**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Based on the institutional theory, this paper intends to clarify the relationship of institutional pressures, top management and m-commerce adoption intention in organizations. Using the data from 204 small and medium-sized enterprises in China, we examined the effect of mimetic, coercive and normative pressures on top management support and M-commerce adoption intention. The empirical result shows that: top management support and three types of institutional pressures could positively act on the adoption intention of M-commerce in organizations; top management support partly mediates the influence of two institutional pressures (coercive pressures and normative pressures) on the adoption intention of m-commerce. Implications of these findings for research and practice are discussed.

**Number of references:** 44

**Main heading:** Mobile commerce

**Controlled terms:** Electronics industry

**Uncontrolled terms:** China - Institutional pressures - Institutional theory - M-commerce - Normative pressures - Small and medium sized enterprise - SMEs - Top management support

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 47. Heterogeneity based solvers' segmentation in crowdsourcing

**Accession number:** 20172703889036

**Authors:** Liang, Xiaobei (1); Jiang, Jiang (1); Huang, Lixia (1)

**Author affiliation:** (1) Tongji University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 244-254

**Language:** English

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**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Multiple facets of factors were examined to be drivers for crowdsourcing intention. However, there is limited research that has studied whether this factors-intention link is uniform for all solvers or not in detail. In fact, the present studies have identified three different segments that are internally consistent and stable. The comparison between the results of two different solutions, single-class and prediction-oriented-segmentation, confirms the existence of unobserved solver segments. The three established segments are "Self-leading solvers", "External-driving solvers" and "Dual-driving solvers". These results point the way for factors-based segmentation in intention initiatives and reflect the importance of a multidimensional conceptualization of factors, comprising motivation, perceived sponsor's and platform's support components. The paper expands and deepens the application of the heterogeneity theory in the study of crowdsourcing usage behavior and offers implications for organizers to recognize the solvers more clearly and get directions for more valid strategies.

**Number of references:** 43

**Main heading:** Crowdsourcing

**Controlled terms:** Behavioral research - Electronic commerce - Electronics industry

**Uncontrolled terms:** Dual driving - External driving - Heterogeneity Theory - Multi-dimensional conceptualizations - Participation Intention - Solvers

**Classification code:** 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 48. The long-term impact of RFID adoption

**Accession number:** 20172703888975

**Authors:** Chen, Xi (1); Guo, Ming (1); Bose, Indranil (2)

**Author affiliation:** (1) Zhejiang University, China; (2) University of Hong Kong, Hong Kong

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 434-446

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Most research problems on Radio frequency identification (RFID) focus on effects of RFID implementation on firms, factors affecting RFID adoption, and impact evaluation of RFID implementation. And literature about RFID adoption concentrates on short-term effects or impact evaluation. However, short-term analysis will not identify the impact of RFID adoption adequately. We use monthly data of 86 companies which adopted RFID projects around the world at some point from January 1997 to December 2011 and perform four years calendar portfolio analysis (CPA) and Tobin's Q comparison analysis to gain comprehensive insights into the mechanism of RFID on firm performance. Further, we investigate five contextual factors that moderate the impact of RFID adoption including adoption time, country, industry, and financial health condition of adoption firms. We find that RFID may not demonstrate its value instantly, but it has indeed enhanced firms' future growth potential in the long run.

**Number of references:** 77

**Main heading:** Radio frequency identification (RFID)

**Controlled terms:** Electronic commerce - Electronics industry

**Uncontrolled terms:** Comparison analysis - Contextual factors - Event studies - Long-term impacts - Portfolio analysis - Short-term analysis - Short-term effects - Tobin's Q

**Classification code:** 716.3 Radio Systems and Equipment

Radio Systems and Equipment

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 49. Information entropy-based social capital measure method of online influential users

**Accession number:** 20172703888987

**Authors:** He, Jianmin (1); Xin, Linyi (1); Wei, Suxia (1); Han, Maoxin (1); Liu, Yezheng (1)

**Author affiliation:** (1) Hefei University of Technology, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 553-566

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Measuring online user influence is a major research topic in social marketing performance maximization. In this study, we comprehensively investigate how online influential users gain, accumulate, and use their social capital from the perspective of information resource management and social capital measurement. First, we define the social capital of online influential users and the attribute characters and relationships reflected fully by personality and sociality index data. We then construct a social capital measurement indicator system and information entropy model of online users. After the calculations of this model, we finally form a social capital measure method of online influential users. The rationality and validity of proposed model are tested by experimental study on real datasets.

**Number of references:** 42

**Main heading:** Economic and social effects

**Controlled terms:** Electronic commerce - Electronics industry - Information management - Marketing

**Uncontrolled terms:** Influential users - Information entropy - Information resource management - Measurement indicators - Online users - Research topics - Social capitals - Social marketings

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

- 971 Social Sciences

Social Sciences

**Funding Details:** Number: 71490725, Acronym: NSFC, Sponsor: National Natural Science Foundation of China; Number: 2013CB329603, Acronym: NKRDPC, Sponsor: National Key Research and Development Program of China; Number: 14YJA630015, Acronym: -, Sponsor: Humanities and Social Science Fund of Ministry of Education of China; **Funding text:** This work described in this paper was partially supported by National Key Basic Research Program of China(2013CB329603), and was also supported by National Science Foundation of China (Project Nos. 71490725), the Ministry of Education of Humanities and Social Science Project (Project Nos. 14YJA630015).

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 50. Exploring the factors affecting consumers' online agricultural products-purchase behavior based on the UTAUT model

**Accession number:** 20172703889009

**Authors:** Zeng, Yitang (1); Tan, Chunhui (1); Li, Li (1)

**Author affiliation:** (1) Wuhan Donghu University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 5-16

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The online agricultural products purchase has become a trend of consuming, but it is influenced by many factors. Based on the UTAUT (unified theory of acceptance and use of technology) model, some of the factors which include performance expectancy, effort expectancy, social influence, perceived risk, facilitating conditions, consumer innovativeness and purchase intention are chosen to build a research framework, and several hypotheses are proposed. Finally, a survey is conducted by questionnaires, and 264 valid samples are obtained. The research model is verified by using AMOS, and a modified model is built. Meanwhile, group testing is carried out to verify the correctness of each sub hypothesis. The empirical results show as follows: effort expectancy has a significantly positive effect on consumers' online agricultural product purchase intention. Performance expectancy, facilitating conditions and purchase intention have a significantly positive effect on consumers' online agricultural products purchase behavior. The effect of social influence and perceived risk on the consumers' online agricultural product purchase intention is not significant. Some suggestions are put forward for the agricultural product online stores to meet the needs of the consumers and to improve the online agricultural products trade according to the empirical results.

**Number of references:** 9

**Main heading:** Economic and social effects

**Controlled terms:** Agricultural products - Agricultural robots - Consumer behavior - Electronic commerce - Electronics industry - Purchasing - Sales - Surveys

**Uncontrolled terms:** Consumer Innovativeness - Facilitating conditions - Purchase intention - Research frameworks - Social influence - Structural equation modeling - Unified theory of acceptance and use of technology - UTAUT

**Classification code:** 723.5 Computer Applications

Computer Applications

- 821.4 Agricultural Products

Agricultural Products

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 51. Dynamic web cache management

**Accession number:** 20172703889040

**Authors:** Yen, Benjamin (1); Wang, Culture (1)

**Author affiliation:** (1) University of Hong Kong, Hong Kong

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 273-280

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Web navigation has been the key issue for information retrieval in e-commerce. Information caching is critical for navigation subject to resource constraints and performance requirement. The research on caching originates from data access to computer memory, to database (e.g. multimedia database), to client/server architecture, and recently to Web navigation. The information access for caching normally is assumed the fixed size of data unit. In this research, we first generalize caching problem for Web navigation by considering information structures. The caching criteria also takes into account Web structure, data usage, and navigation patterns. The preliminary result shows the proposed dynamic caching approach, New Semantics-Based Algorithm (NSA), outperforms the common caching functions and can be applied to broader application domains. Some implications and future directions are discussed in the conclusion.

**Number of references:** 26

**Main heading:** Information retrieval

**Controlled terms:** Client server computer systems - Electronic commerce - Electronics industry - Information systems - Semantics - Web Design

**Uncontrolled terms:** Client/server architecture - Information structures - Multimedia database - Navigation patterns - Performance requirements - Resource Constraint - Web Cache - Web navigation

**Classification code:** 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 52. The research on marketing efficiency of WeChat mall enterprises based on DEA method

**Accession number:** 20172703888994

**Authors:** Liu, Ting (1); Chen, Jing (1)

**Author affiliation:** (1) Xiangtan University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Pages:** 626-639

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** As the attention and utilization gradually focus on WeChat marketing advantages, the development of WeChat mall enterprises has received much concern. The characteristics of WeChat malls, such as flexible personalized settings, high sociality and strong closure and so on, have great practical significance to measure and evaluate the marketing efficiency of WeChat mall enterprises. First of all, by constructing a BISP marketing system from the aspects of Brand, Interface, Service and Price, this paper established an input-output system that based on DEA model for evaluating marketing efficiency of WeChat mall enterprises. Secondly, we compared the effective decision making units with the super efficiency DEA model. Finally, we analyzed input redundancy and output deficiency situation. The research shows that the overall marketing efficiency of WeChat mall enterprises is on the low side, and rather big differences are existing among different WeChat mall enterprises. To effectively enhance the marketing efficiency, WeChat mall enterprises should improve marketing investment structure and find suitable marketing schemes according to their own characteristics and advantages. So these enterprises will obtain greater benefits and promote economic development.

**Number of references:** 33

**Main heading:** Marketing

**Controlled terms:** Data envelopment analysis - Decision making - Economic and social effects - Efficiency - Electronic commerce - Electronics industry

**Uncontrolled terms:** Dea methods - DEA models - Decision making unit - Input-output systems - Marketing efficiencies - Super efficiency - Super efficiency dea models

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

- 912.2 Management

Management

- 913.1 Production Engineering

Production Engineering

- 922 Statistical Methods

Statistical Methods

- 971 Social Sciences

Social Sciences

**Funding Details:** Number: 13B118, Acronym: -, Sponsor: -; Number: 71303204, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;

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**Compendex references:** YES

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**Data Provider:** Engineering Village

### **53. Digital literacies and sustainable development: Narratives from yet another tale of two cities**

**Accession number:** 20172703889029

**Authors:** Chong, Guan (1); Dattakumar, Ambica (2); Smith, Richard (3); Li, Yan (4); Tandon, Varun (5)

**Author affiliation:** (1) SIM University, Singapore; (2) Nanyang Technological University, Singapore; (3) Centre for Digital Media, Canada; (4) ESSEC Business School, France; (5) DiLiterati Group, Singapore

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

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**Document type:** Conference article (CA)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** This article is a status report of the on-going efforts of the DiLiterati Group (funded by Singapore's Ministry of Education and led by Ravi Sharma) to investigate the role of digital literacies in fostering sustainable development. In this research, we are trying to investigate how the knowledge disparities could be bridged with digital literacy and whether the resultant "level playing field" will generate greater contributions of national wealth and a more equitable sharing of it. This culminated in the synthesis of a Digital Literacy Maturity Model. A quantitative approach to sense-making did not reveal much support for the model we had anticipated. Therefore a procedure to delve deeper into the qualitative and contextual was formulated to frame "narratives" that suggest "lessons learnt" and "best practices" from economies that have demonstrated successful sustainable growth and development. To test the efficacy of the procedure, Singapore and Hong Kong were selected as pilot subjects of interest.

**Number of references:** 9

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce - Planning - Sustainable development

**Uncontrolled terms:** Digital economy - Digital literacies - Industrial revolutions - Knowledge society - Level playing fields - Ministry of Education - Quantitative approach - Sustainable growth

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 54. Can consumers detect deceptive product online? An analysis of consumers' anti-deception mechanisms for product-related deceptions

**Accession number:** 20172703888996

**Authors:** Chen, Si Qi (1); Niu, Shu (1); Jian, Jie (1)

**Author affiliation:** (1) Chongqing University of Posts and Telecommunications, Chongqing, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Volume:** 0

**Part number:** 1 of 1

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**Issue date:** 2016

**Publication year:** 2016

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**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The rapid growth of electronic commerce (e-commerce) has led to great loss of online customers every year. Among the different kinds of e-Commerce deceptions, product-related deception receives relatively most attention by practitioners but less attention by researchers. This paper aims to address two questions, 1) Can consumers detect product-related deceptions online? 2) How consumers distinguish the product-related deceptions from the good ones? To answer these two questions, an integrative model and a set of hypothesis, describing the relationship among product-related deception practices, consumers' perceptions and purchase behavior will be developed. And then, test the proposed model using Partial Least Squares (PLS) method on the data collected via a scenario experiment and survey on real customers.

**Number of references:** 32

**Main heading:** Consumer behavior

**Controlled terms:** Electronic commerce - Electronics industry - Least squares approximations - Sales

**Uncontrolled terms:** Consumer experience - Consumer perception - Integrative modeling - Online customers - Partial least square (PLS) - Product related deception - Rapid growth

**Classification code:** 723.5 Computer Applications

Computer Applications

- 921.6 Numerical Methods

Numerical Methods

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 55. The problem and countermeasures of cross-border E-commerce logistics

**Accession number:** 20172703889027

**Authors:** Xue, Xingqun (1); Ren, Tingzhen (1); Lu, Yuduo (1); Wang, Xuping (1)

**Author affiliation:** (1) Dalian University of Technology, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Language:** English

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**Document type:** Conference article (CA)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the development of free trade zone, strategy of One Belt and One Road and the policy of cross-border e-commerce, many domestic electric business platforms enter into industry of cross-border electricity. Cross-border e-commerce which is a new business model has advantages, such as, fewer links, short processing cycle and low cost. It can powerfully develop today. However, cross-border logistics which is short slab of cross-border e-commerce restricts the development of cross-border e-commerce. Cross-border e-commerce that has multi-function, multiple frequency operation and comprehensive characteristics require logistics service has the characteristics of agility, high efficiency, low cost and visualization. The model of cross-border logistics in our country has many problems. For example, high cost, long time, incomplete logistics information system, lack of large-scale logistics service enterprises. This factors seriously restrict the development of cross-border e-commerce. In this paper, cross-border electricity development present in our country and its existing problems have been discussed, and we put forward relevant countermeasures. And the goal of the paper is to provide electric commercial enterprises some reference and experience.

**Number of references:** 9

**Main heading:** Costs



**Controlled terms:** Electronic commerce - Electronics industry - Frequency agility - International trade - Large scale systems - Radar countermeasures  
**Uncontrolled terms:** Commercial enterprise - Cross-border - Large-scale logistics - Logistics information systems - Logistics problems - Logistics services - Multiple frequency - New business models  
**Classification code:** 716.2 Radar Systems and Equipment  
Radar Systems and Equipment  
- 723.5 Computer Applications  
Computer Applications  
- 911 Cost and Value Engineering; Industrial Economics  
Cost and Value Engineering; Industrial Economics  
- 961 Systems Science  
Systems Science  
**Compendex references:** YES  
**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

## 56. An empirical examination of consumer behavior for search and experience goods in sentiment analysis

**Accession number:** 20172703889010

**Authors:** Ju, Jaehyeon (1); Kim, Dongyeon (1); Ahn, Jae-Hyeon (1); Lee, Dong-Joo (1)

**Author affiliation:** (1) Hansung University, Korea, Republic of

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Pages:** 17-23

**Language:** English

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**Document type:** Conference article (CA)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the explosive increase of user-generated content such as product reviews and social media, sentiment analysis has emerged as an area of interest. Sentiment analysis is a useful method to analyze product reviews, and product feature extraction is an important task in sentiment analysis, during which one identifies features of products from reviews. Product features are categorized by product type, such as search goods or experience goods, and their characteristics are totally different. Thus, we examine whether the classification performance differs by product type. The findings show that the optimal threshold varies by product type, and simply decreasing the threshold to cover many features does not guarantee improvement of the classification performance.

**Number of references:** 26

**Main heading:** Consumer behavior

**Controlled terms:** Electronic commerce - Electronics industry - Extraction - Feature extraction - Sentiment analysis

**Uncontrolled terms:** Area of interest - Classification performance - Empirical examination - Experience goods - Optimal threshold - Product feature - Search goods - User-generated content

**Classification code:** 723.5 Computer Applications

Computer Applications

- 802.3 Chemical Operations

Chemical Operations

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 57. Platform performance based on the network externality

**Accession number:** 20172703888982

**Authors:** Yan, Jin Jiang (1); Xing, Jian Kai (1); Guo, Chun Xiang (1); Zhu, Kai (1)

**Author affiliation:** (1) Sichuan University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

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**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Publication year:** 2016

**Pages:** 507-515

**Language:** English

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**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** An increasing number of markets today are organized around platforms that enable consumers to access and/or purchase various goods and services. Considering the presence of network externality, we study the precondition in which whether the buyer will join the platform. Moreover, this paper investigates the performances of platform in the supply chain in which the leadership belongs to the retailer. We find the optimal decision-making strategies, and the sellers will join the online platform when the network externality is large enough. In addition, the retailer's optimal profit and demand on offline platform will increase with the rising of network externality, whereas their demand on online platform will decrease, and the manufacturer's optimal profit and demand on online platform will increase.

**Number of references:** 13

**Main heading:** Electronics industry

**Controlled terms:** Decision making - Electronic commerce - Profitability - Sales - Supply chains

**Uncontrolled terms:** Network externality - Offline - Online platforms - Online/offline platform - Optimal decision making - Performance based - Platform performance

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 912.2 Management

Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

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Department of Science and Technology of Sichuan Province; Number: skqy201523, Acronym: SCU, Sponsor: Sichuan University;

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**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 58. The adoption of twitter for financial reporting - The company size and industry sector effect

**Accession number:** 20172703888989

**Authors:** Xiong, Feng (1); Chapple, Ellie (2)

**Author affiliation:** (1) Xiamen University, China; (2) Queensland University of Technology, Australia

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 574-576

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** This study uses the adoption of Twitter for financial reporting as an example to investigate how company size and industry sector may affect companies' adoption of new innovation. The sample comprises 880 financial reporting related tweets from 82 Australian Securities Exchange (ASX) companies' Twitter accounts. The results show that financial reporting on Twitter is gaining momentum in Australia and ASX companies with larger market capital sizes are more likely to adopt Twitter for financial reporting. While Information System and Telecommunication Services companies are early adopters of Twitter for financial reporting, they disclose fewer types of financial reporting information on Twitter than early adopters from other industry sectors. This shows that the access to resources may be more important than knowledge of innovation, for companies that want to fully adopt new technology.

**Number of references:** 12

**Main heading:** Telecommunication industry

**Controlled terms:** Electronic commerce - Electronics industry - Finance - Service industry - Social networking (online) - Technology transfer - Telecommunication services

**Uncontrolled terms:** Access to resources - Company size - Corporate disclosure - Financial reporting - Gaining momentum - Industry sectors - Technology adoption - Twitter

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 59. Smart manufacturing capability maturity model: Connotation, feature and trend

**Accession number:** 20172703889026

**Authors:** Peng, Lifang (1); Feng, Weixi (1); Chen, Kefu (1); Li, Chao (1)

**Author affiliation:** (1) Xiamen University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 151-157

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In March 2015, the Chinese government unveiled InternetPlus, an action plan expected to push forward the Chinese economy. The plan aims to integrate mobile Internet, cloud computing, big data, and the Internet of Things (IoT) with traditional industries to promote economic restructuring, improve people's livelihoods, and even transform government and enterprises functions. However for the enterprises, how to evaluate the capability is still an unsolved issue. In this study, considering capability maturity theory and model existed, we summarized the concepts of smart manufacturing and relative research field, combined with the development trend of smart manufacturing and characteristics of the enterprise's competition, a smart manufacturing capability maturity initial model with five levels and seven dimensions was defined. With this model, the connotation of smart manufacturing capability was unveiled and the model also provides reference for enterprises to assess and improve smart manufacturing capability.

**Number of references:** 26

**Main heading:** Electronics industry

**Controlled terms:** Competition - Computation theory - Electronic commerce - Flow control - Industrial research - Manufacture - Software engineering

**Uncontrolled terms:** Capability maturity models - Development trends - Five Levels and Seven Dimensions - Manufacturing capability - Push forwards - Research fields - Smart manufacturing - Theory and modeling

**Classification code:** 537.1 Heat Treatment Processes

Heat Treatment Processes

- 631.1 Fluid Flow, General

Fluid Flow, General

- 721.1 Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

- 723.1 Computer Programming

Computer Programming

- 723.5 Computer Applications

Computer Applications

- 901.3 Engineering Research

Engineering Research

- 911.2 Industrial Economics

Industrial Economics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 60. The effect prediction of acquiring new customers based on Gongtianxia's Dutch auction

**Accession number:** 20172703889045

**Authors:** Yang, Bo (1); Jin, Hua (1); Wang, Kanling (1); Hu, Mengke (1); Du, Shuyu (1)

**Author affiliation:** (1) Renmin University of China, China

**Corresponding author:** Wang, Kanling(kanliang66@163.com)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Publication year:** 2016

**Pages:** 306-321

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the development of the Mobile Internet, many E-commerce sites are using mobile applications to promote marketing and to acquire new customers, mobile marketing activities has become one of the best ways to expand market share. Therefore, it's very concerned to study how to acquire new customers effectively in the early

stage of entering the market. Gongtianxia's WeChat public platform is committed to attract new customers through Mobile Internet. Gongtianxia adopted two kinds of Dutch auctions, '7-day auction' and '15-minute auction' respectively, which can effectively acquire new customers. This study collected more than 80000 of records, 738 pieces of auction data from June 2015 to December 2015 in Gongtianxia's Dutch auctions, by collecting, sorting and analyzing the auction data, and established a BPNN simulation and prediction model. The prediction model for each auction data can be used to predict the customer number, cost and blowout price in advance of the auction. This study can improve customer-attracting effect of mobile application and make a theoretical complement for Dutch auction as Mobile Internet sale, and enriches the research for acquiring new customers through Mobile Internet.

**Number of references:** 30

**Main heading:** Mobile commerce

**Controlled terms:** Competition - Electronics industry - Forecasting - Mobile computing - Predictive analytics - Sales

**Uncontrolled terms:** Acquiring New Customers - BPNN - Dutch auction - E-commerce sites - Mobile applications - Mobile Internet - Mobile marketing - Prediction model

**Classification code:** 911.2 Industrial Economics

Industrial Economics

- 911.4 Marketing

Marketing

**Funding Details:** Number: 91546125, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;

**Funding text:** This paper support by National Natural Science Foundation of China(No.91546125).

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 61. Comparison on cross-border E-commerce industry in pilot free trade zones under the context of supplying reform

**Accession number:** 20172703889022

**Authors:** Lin, Wen (1); Zeng, Lanting (2)

**Author affiliation:** (1) Strait Institute of Mingjiang University, Cross-strait Institute of Higher Education Cooperation and Exchange of Minjiang University, Internet Innovation Research Center of University, China; (2) Fuqing Branch of Fujian Normal University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

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**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Cross-border e-commerce is a kind of internet+ industry different from traditional trade. Four pilot free trade zones are featured with similarities in the aspects of resource supplies as business environment, supporting policies and platform construction, all of which emphasize the principles of innovation, consistency and efficiency. While, there are many disparities such as industry resource including foundenments, general industry developing layout. The differences urge the Pilot FTZS into the adoption of different modes featured with laddering stages in the imported transaction. In order to coordinate regional industry development and narrow the disparities, this paper will put forward several measures to refine the business environment, promote the construction of virtuous competition platform and improve the talent cultivation mechanism in accordance with the principles of innovation, differentiation and cooperation.

**Number of references:** 11

**Main heading:** Electronic commerce

**Controlled terms:** Competition - Electronics industry - International trade  
**Uncontrolled terms:** Business environments - Comparison - Cross-border - Industry development - Pilot-free - Platform construction - Supplying reform - Supporting policies  
**Classification code:** 723.5 Computer Applications  
Computer Applications  
- 911.2 Industrial Economics  
Industrial Economics  
**Compendex references:** YES  
**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

## 62. Ability discovery and weak centralized based crowdsourcing service release system in social network

**Accession number:** 20172703889033  
**Authors:** Peng, Zhenlong (1); Gui, Xiaolin (1); An, Jian (1); Ji, Yali (1)  
**Author affiliation:** (1) Xi'an JiaoTong University, Quanzhou Normal University, China  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
**Volume:** 0  
**Part number:** 1 of 1  
**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016  
**Issue date:** 2016  
**Publication year:** 2016  
**Pages:** 207-213  
**Language:** English  
**ISSN:** 16830040  
**Document type:** Conference article (CA)  
**Conference name:** 16th International Conference on Electronic Business, ICEB 2016  
**Conference date:** December 4, 2016 - December 8, 2016  
**Conference location:** Xiamen, China  
**Conference code:** 128172  
**Publisher:** CEUR-WS

**Abstract:** Crowdsourcing developed rapidly for its inspiring public abilities. But how to effectively find qualified participants and how to find and prevent malicious workers may be the main difficulties to ensure the crowdsourcing quality. In this paper, the related theories of social network were used in crowdsourcing services, the task publisher (Seeker) was regarded as the network center, his Abilities Set (AS) would be quantified and his Friends Abilities Matrix (FAM) would be generated according to the communication between them, thus his social network was re-constructed. Subsequently, some friends that conformed to the ability requirements of the task would be chosen to be the task receivers (Solvers). The natural trust relationship in the social network was fully used to build a crowdsourcing service release system on weak centralization. By using the social network, even the privacy information needn't to be shared with others, the system could help the seeker find solvers accurately in the seeker's own social network according to task demands, and then help to reduce fraud and invalid data. The simulation experiments showed that the release system could help the seeker discover his own abilities, construct the FAM, and select the appropriate solvers precisely and automatically.

**Number of references:** 20  
**Main heading:** Fog computing  
**Controlled terms:** Computation theory - Crowdsourcing - Electronic commerce - Electronics industry - Matrix algebra - Social networking (online) - Social sciences computing  
**Uncontrolled terms:** Abilities Discovery - Network centers - Privacy information - Task demand - Trust relationship  
**Classification code:** 721.1 Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory  
Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory  
- 723 Computer Software, Data Handling and Applications  
Computer Software, Data Handling and Applications  
- 921.1 Algebra  
Algebra  
**Compendex references:** YES

**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

### 63. Overview of academic studies on smart care for elderly and comprehensive solution design

**Accession number:** 20172703889049  
**Authors:** Lin, Zhongyan (1); Li, Zuoyong (2); Zheng, Dachuan (1); Tang, Jinquan (1); Wu, Xiaoyuan (1)  
**Author affiliation:** (1) Fuzhou Digital Healthcare Industry Technology Innovation Center, Minjiang University, China; (2) Fujian Provincial Key Laboratory of Information Processing and Intelligent Control, Minjiang University, China  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
**Volume:** 0  
**Part number:** 1 of 1  
**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016  
**Issue date:** 2016  
**Publication year:** 2016  
**Pages:** 337-345  
**Language:** English  
**ISSN:** 16830040  
**Document type:** Conference article (CA)  
**Conference name:** 16th International Conference on Electronic Business, ICEB 2016  
**Conference date:** December 4, 2016 - December 8, 2016  
**Conference location:** Xiamen, China  
**Conference code:** 128172  
**Publisher:** CEUR-WS  
**Abstract:** Due to historical reasons and urbanization progress, demographic development change has promoted China to enter an aging society and the elders' demand for medical care and health care has increased rapidly. Meanwhile, the rapid development of information technology is driving the "Smart Care for the Elderly" model which is based on the Internet and regards the internet of things as the medium which has gradually developed into a complete a system, and a series of solutions have been formed. This paper started with the analysis of China's elderly population status quo, combed academic studies on domestic and foreign "Smart Care for the Elderly" and applications in recent fifteen years and explored how to build a comprehensive "Smart Care for Elderly" solution with improved functions which incorporates such key elements as information technology and social sciences.  
**Number of references:** 41  
**Main heading:** Electronics industry  
**Controlled terms:** Aging of materials - Electronic commerce - Information technology - Social sciences computing  
**Uncontrolled terms:** Aging societies - Demographic development - Elderly populations - Key elements - Smart Care for Elderly - Solution designs - Status quo  
**Classification code:** 723.2 Data Processing and Image Processing  
Data Processing and Image Processing  
- 723.5 Computer Applications  
Computer Applications  
- 951 Materials Science  
Materials Science  
**Compendex references:** YES  
**Database:** Compendex  
Compilation and indexing terms, Copyright 2021 Elsevier Inc.  
**Data Provider:** Engineering Village

### 64. A probability model for analysis of attacks on blockchain

**Accession number:** 20172703889051  
**Authors:** Hsieh, Ming-Hua (1); Chung, Ming-Tao (1); Chi, Yanping (1)  
**Author affiliation:** (1) National Chengchi University, Taiwan  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
**Volume:** 0  
**Part number:** 1 of 1  
**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 352-355

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In a blockchain, the longest chain, which has the greatest proof-of-work effort spent in it, represents the majority decision. To change the transaction data of a block, an attacker has to control more computing power than other honest nodes. This situation can happen if the attacker can hack into the systems of honest nodes. To analyze the probability of such event, we propose a probability model for analysis of attacks on blockchain. The model is based on the structure of a peer-to-peer network. We assume the state of each honest node follows a two-state (hacked or normal) Markov chains. A hacked node is assumed to be controlled by the attacker and its computing power belongs to the attacker. On the other hand, the computing power of a normal node belongs to the honest longest chain. We apply the model to study the probability of the majority decision is controlled by the attacker and the duration of such event. In addition, we analyze the magnitude of the loss for such event.

**Number of references:** 6

**Main heading:** Markov chains

**Controlled terms:** Blockchain - Electronic commerce - Electronics industry - Peer to peer networks - Random processes - Stochastic systems

**Uncontrolled terms:** Computing power - Probability modeling - Proof of work - Transaction data - Two-state

**Classification code:** 722 Computer Systems and Equipment

Computer Systems and Equipment

- 723.5 Computer Applications

Computer Applications

- 922.1 Probability Theory

Probability Theory

- 961 Systems Science

Systems Science

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 65. Using the internet to create positive social changes: Case study in China

**Accession number:** 20172703889017

**Authors:** Huang, Minyi (1); Yang, Steve (1); Yao, Yihong (1)

**Author affiliation:** (1) Centennial College, Hong Kong

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 71-77

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In recent years, companies have been increasingly under pressure to deliver programs that can create both business value and social value. Building on the positive social change framework developed by Stephan et al., this



paper uses two case studies (Gongyi Baobei and Jutudi) of the Alibaba Group, a leading Internet company in China, to investigate how companies can use the Internet to bring about positive social changes (PSC) to target groups. Our focus is placed on the nature of projects, i.e., surface-level and deep-level PSC projects. Our decision to use different case studies from the same company is based on the assumption that the enabling effects of internal organizational practices should be similar. To be more specific, we want to study the link between PSC projects and the company's existing businesses, the role of the Internet in raising customers' awareness and participation in the programs, and the change mechanism designed and implemented to bring positive social changes to customers. Data were collected through interviews and literature review. Our research provides empirical evidence to show a deep-level PSC project (i.e., Jutudi) can be very different from a surface-level PSC project (i.e., Gongyi Baobei) in terms of the reliance on existing business operations and the design of change mechanisms. Our research limitations and direction for future research will also be discussed.

**Number of references:** 14

**Main heading:** Electronics industry

**Controlled terms:** Electronic commerce - Internet

**Uncontrolled terms:** Alibaba Group - Change management - Corporate social responsibilities (CSR) - Shared values - Social changes

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 66. The impact of different power structures on the cross-border e-retail supply chain with an O2O dual-channel

**Accession number:** 20172703888976

**Authors:** Sun, Zi Lai (1); Wang, Xu Ping (1); Zhan, Hong Xin (1)

**Author affiliation:** (1) Dalian University of Technology, Dalian, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 447-457

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** In this paper, considering a cross-border e-retail supply chain composed by a foreign supplier and a cross-border e-retailer, we study the impact of different power structures on the supply chain members' pricing and profits by establishing foreign supplier Stackelberg (FSS), cross-border e-retailer Stackelberg (CES) and vertical Nash (VN) game model on the basis of discussing O2O dual-channel retail mode and pricing decision. The results show that: i) the cross-border e-retailer prefer to choose the centralized pricing mode and will gain more profit than that in the decentralized pricing mode under the condition of O2O dual-channel retailing. ii) The impact of Stackelberg game on dual channel pricing of the cross-border e-retailer is identical, but the impact of three games on foreign supplier's pricing is significant, (i.e., the wholesale price of the foreign supplier becomes smaller with the game dominance decreased gradually). iii) The impact of three games on cross-border electronic supply chain members' profits is significant (i.e., members' profits become smaller with the game dominance decreased gradually). In addition, the impact of Stackelberg game on supply chain total profits is identical. However, the supply chain total profits under Vertical Nash game are more than Stackelberg game.

**Number of references:** 38

**Main heading:** Electronic commerce

**Controlled terms:** Costs - Electronics industry - Profitability - Sales - Supply chain management

**Uncontrolled terms:** Cross-border - Dual channel - Electronic supply - Foreign suppliers - Power structures - Stackelberg - Stackelberg Games - Whole sale prices

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 911.2 Industrial Economics

Industrial Economics

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 67. Empirical research on business model innovation alignment with social relationship affect firm performance

**Accession number:** 20172703888979

**Authors:** Guan, Yujuan (1); Zhang, Li (1)

**Author affiliation:** (1) Xi'An University of Post and Telecommunications, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 474-483

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The effects of business model innovations alignment with social relationship affect firm performance bear important implication for firms. However, previous literature offers little insight on this question. We know little about how to align business model innovations with social relationship to promote firm performance. Addressing on these gaps, this study builds theoretical model based on business ecosystem theory and social capital theory to investigate how does business model innovation alignment with social relationship affect firm performance. This study further empirical examines theoretical model with data from 174 Chinese firms. The empirical results support our theoretical model. We find that both incremental business model innovation and radical business model innovation have positive effects on firm performance. More importantly, this study finds that two types of social relationships have different moderating effects on business model innovation and firm performance. This study contributes to extant literature by identifying the specific effects of alignment of business model innovation and social relationship, and enriching the empirical evidence. Our findings indicate that firms should align business model innovation with social relationship to promote firm performance.

**Number of references:** 40

**Main heading:** Economic and social effects

**Controlled terms:** Electronic commerce - Electronics industry - Social aspects

**Uncontrolled terms:** Business ecosystem - Business model innovation - Empirical research - Firm Performance - ICEB - Moderating effect - Social relationships - Theoretical modeling

**Classification code:** 723.5 Computer Applications

Computer Applications

- 901.4 Impact of Technology on Society

Impact of Technology on Society

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 68. Gamers' behavior via avatars in online games

**Accession number:** 20172703889008

**Authors:** Teng, Ching-I (1); Nguyen, Huynh Van (1)

**Author affiliation:** (1) Chang Gung University, Taiwan

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 1-4

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Gamers use avatars to represent themselves to interact with others in online games. However, gamers' behavior via avatars has received insufficiently attention by electronic commerce scholars, warranting further study on this issue. Positive interactions among online gamers should foster their loyalty to the game. Therefore, this study investigated how avatar design affects gamers' behavior via avatars. This study obtained responses from more than one thousand online gamers that were used for further analyses. Criteria were set to exclude some invalid responses, so as to increase data validity. Moreover, reliability and validity were checked by using six tests, demonstrating the adequate performance in psychometric properties. Structural equation modeling was conducted for analyses. This study found that avatar design has an important impact on gamers' behavior via avatars. Specifically, positive perceptions on avatar design motivate the gamers to exhibit positive behavior via avatars. Findings of this study provide feasible means for electronic commerce managers to encourage gamers' positive interactions and thus should create strong virtual communities and subsequently loyal gamers.

**Number of references:** 21

**Main heading:** Social networking (online)

**Controlled terms:** Electronic commerce - Electronics industry - Online systems

**Uncontrolled terms:** Avatar - Avatar designs - On-line games - Positive behavior - Structural equation modeling

**Classification code:** 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 69. What makes content viral online: A study of micro blogs on Sina Weibo

**Accession number:** 20172703888993

**Authors:** Fan, Sihua (1); Jin, Minglan (2); Zhou, Zhizhong (2)

**Author affiliation:** (1) Flory Group, China; (2) Shanghai Jiao Tong University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Pages:** 610-625

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Social networking sites (SNSs) such as Facebook, Twitter and Sina Weibo have attracted millions of users and it makes social interaction become important and frequent in people's daily life. They enjoy sharing Weibo posts with their friends. However, different posts gain different levels of attention. Why are certain contents on SNSs more viral than others? This question has attracted many researchers. Our research aims to examine what makes online contents viral on Sina Weibo. We find that if a Sina Weibo post is featuring with ease of engagement by users, or visual effect, or new knowledge, then it is more viral than other posts. Otherwise, we concluded several popular kinds of engagement from Sina Weibo: moral encouragement (e.g. good luck from micro-blogs forwarding), material reward (e.g. lucky draw) and topic discussion (e.g. product design; seeking for resonance; emotional appeal). Choosing suitable kind to manage online content can help enterprises operate Weibo marketing much better.

**Number of references:** 39

**Main heading:** Social networking (online)

**Controlled terms:** Blogs - Electronic commerce - Electronics industry - Product design

**Uncontrolled terms:** Daily lives - Good lucks - Micro-blog - On-line contents - Sina-weibo - Social interactions - Social networking sites (SNSs) - Visual effects

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 913.1 Production Engineering

Production Engineering

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 70. An empirical investigation of smart product adoption

**Accession number:** 20172703889004

**Authors:** Lee, Dong-Joo (1); Kim, Myoung-Soo (2)

**Author affiliation:** (1) Hansung University, Korea, Republic of; (2) Kangwon National University, Korea, Republic of

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The advance of information technologies and the Internet have been enabling the transformation of physical products into smart products by embedding information technologies into the products and thereby making them intelligent. The movement to the 'Internet of Things' is accelerating connection of the products to the net. While those changes could enhance value propositions of products, they might also cause consumer privacy concerns, which might hinder smart product adoption, because the smartness of the product mainly takes advantage of personal information about the users. This study aims to investigate consumers' intention to adopt smart products. Building on previous studies on smart products and privacy literature, we propose a research model that explains factors influencing consumers' intention to adopt smart products. The proposed research model is empirically tested using data from an online survey of consumers. The overall results validate the proposed research model of smart product adoption. Specifically, perceived personalization is found to positively affect consumers' intention to adopt smart products, whereas information privacy risk decreases the intention. We also find that the attributes of personal information are critical antecedents of consumers' risk-benefit assessment. The sensitivity of information increases information privacy risk while the congruency of information enhances perceived personalization. Based on the results, theoretical and managerial implications are discussed.

**Number of references:** 28

**Main heading:** Data privacy

**Controlled terms:** Electronic commerce - Electronics industry - Information dissemination - Risk assessment

**Uncontrolled terms:** Empirical investigation - Information privacy - Information privacy concerns - Managerial implications - Personal information - Personalizations - Smart products - Value proposition

**Classification code:** 723.5 Computer Applications

Computer Applications

- 903.2 Information Dissemination

Information Dissemination

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 71. Network effects in two-sided electronic market: A cross-country empirical analysis of online P2P lending market

**Accession number:** 20172703888984

**Authors:** Qiu, Jia Xian (1)

**Author affiliation:** (1) Chengdu University of Information and Technology, China

**Corresponding author:** Qiu, Jia Xian(qiujiaxian@aliyun.com)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

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**Part number:** 1 of 1

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**Publication year:** 2016

**Pages:** 521-533

**Language:** English

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**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With a two-sided model, this paper reports an empirical research investigating online Peer-to-Peer lending marketplaces, PPDai.com in China and Prosper.com in US. We observe that the platform's profit-maximizing pricing strategies for the agents in the online P2P lending marketplaces are mainly related to the network effects between and within the two sides. Agents' inter-group and intra-group network externalities depend on the demand-supply relationships, which is unlike the assumptions of negative intra-group network externalities and positive inter-group network externalities in the previous theoretical research of electronic commerce. Besides, as assumed in the

theoretical model, it demonstrates significant negative price elasticity of demand and supply on both platforms. Based on the theoretical model and empirical results, we analyze the two platforms' profit-maximizing pricing strategies, and explain the rationality and deficiency of the strategies. The findings enhance our understanding of the two-sided electronic market, which could shed light on how the platforms make price strategies in this kind of electronic market.

**Number of references:** 34

**Main heading:** Peer to peer networks

**Controlled terms:** Costs - Electronic commerce - Electronics industry - Intelligent agents - Profitability

**Uncontrolled terms:** Intra-group networks - Network externality - Peer-to-peer lending - Price-elasticity of demand - Pricing strategy - Theoretical modeling - Theoretical research - Two-sided markets

**Classification code:** 722 Computer Systems and Equipment

Computer Systems and Equipment

- 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 911.2 Industrial Economics

Industrial Economics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 72. The value of backers' word-of-mouth in screening crowdfunding projects: An empirical investigation

**Accession number:** 20172703889031

**Authors:** Zheng, Haichao (1); Qi, Zihao (1); Luo, Xin (2); Liu, Jiafen (1); Li, Liting (1)

**Author affiliation:** (1) Southwestern University of Finance and Economics, China; (2) University of New Mexico, United States

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Volume:** 0

**Part number:** 1 of 1

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**Language:** English

**ISSN:** 16830040

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**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Reward-based crowdfunding is an emerging financing channel for entrepreneurs to raise money for their innovative projects. How to screen the crowdfunding projects is critical for crowdfunding platform, project founder, and potential backers. This study aims to investigate whether backers' word-of-mouth (WOM) is a valuable input to generate collective intelligence for project screening. Specially, we answer three questions. First, is backers' WOM an effective signal for implementation performance of crowdfunding projects? Second, how do the WOM help screen projects during the fund-raising process? Third, which kind of comments (positive or negative) is more effective in screening crowdfunding projects? Research hypotheses were developed based on theories of collective intelligence and WOM communication. Using a cross section dataset and a panel dataset, we get the following findings. First, backers' negative WOM can effectively predict project implementation performance, however positive WOM does not have that prediction power. The prediction power of positive and negative WOM differs significantly. One possible reason is that negative WOM does contain more information of project quality. Second, project with more accumulative negative WOM tend to attract fewer subsequent backers. However, accumulative positive WOM is not helpful for attracting more potential backers. We conclude that negative WOM is useful for project screening project, because it is a signal of project quality, and meanwhile it could prevent backers make subsequent investments.

**Number of references:** 29

**Main heading:** Crowdsourcing

**Controlled terms:** Electronic commerce - Electronics industry - Forecasting

**Uncontrolled terms:** Collective intelligences - Empirical investigation - Fund raising - Innovative projects - Project implementation - Project quality - Reward-based crowdfunding - Word of mouth

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

### 73. Research on coordinating cloud service supply chain considering service disruption

**Accession number:** 20172703888974

**Authors:** Lu, Xinman (1); Yu, Baoqin (1); Yan, Jianyuan (2)

**Author affiliation:** (1) Tianjin University of Finance and Economics, China; (2) Nankai University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The risk of the implementation of cloud service and the worry about the failure of projects or strategies caused by service disruption is an important reason of low adoption rates of the cloud service. Service disruption not only directly affects the cloud service free trial results, but also leads to compensation to the consumers. The coordination problem between a CFP (cloud function provider) and a CIP (cloud integration provider) in a cloud supply chain is investigated, in which service demand is determined by the application free trial. Coordination Contracts are discussed in two kinds of situations, linked respectively to the information symmetry and information asymmetry. The results show that the cost and risk-sharing coordination contracts we proposed can realize optimal supply chain performance, and Pareto improvement of supply chain members' profits. Reducing the service disruption probability and improving the level of service reliability are the key to the free trial. Besides, the compensation cost allocation enhances the scalability of cost allocation. Through numerical exploration analysis, effectiveness of the model is demonstrated and some managerial insights are obtained.

**Number of references:** 15

**Main heading:** Supply chains

**Controlled terms:** Cost accounting - Electronic commerce - Electronics industry - Risk management

**Uncontrolled terms:** Cloud services - Coordination - Coordination problems - Free trials - Information asymmetry - Information symmetries - Numerical exploration - Service disruptions

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911.1 Cost Accounting

Cost Accounting

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 74. Taiwan vs globalization in data mining: A study of research trends, forecasts and citations

**Accession number:** 20172703889028

**Authors:** Tsai, Hsu-Hao (1)

**Author affiliation:** (1) Chihlee University of Technology, Taiwan, Taiwan

**Corresponding author:** Tsai, Hsu-Hao(simon705@mail.chihlee.edu.tw)

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Publication year:** 2016

**Pages:** 162-177

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Although data mining (DM) has already become more important recently, there are few comprehensive studies and categorization schemes to discuss the characteristics for DM. Applying bibliometric method, this paper explores research potential of DM in Taiwan through comparing globalization DM trends, forecasts and citations from 1993 to 2016 by locating heading "data mining" in topic in the Web of Science (WoS) database. The bibliometric analytical technique was used to examine the topic in WoS journals from 1993 to 2016, we found of 245 articles of Taiwan and 3053 articles of globalization. This paper surveys and classifies DM articles between Taiwan and globalization using the following eight categories - publication year, citation, document type, country/territory, institute name, language, source title and research area - for different distribution status in order to find the difference and how DM technologies and applications have developed in this period. Finally, the study will analyze DM technology trends, forecasts and citations based on the above results. Also, the paper performs the K-S test to check whether the distribution of author article production of Taiwan and globalization follows Lotka's law or not. According to the analyzing results, this paper provides a roadmap for future researches, abstracts technology trend information and facilitates knowledge accumulation. Therefore, the researches of DM in Taiwan can follow and concentrate the globalization categories, and create the potential in the near future.

**Number of references:** 40

**Main heading:** Data mining

**Controlled terms:** Electronic commerce - Electronics industry - Forecasting

**Uncontrolled terms:** Bibliometric methodologies - Different distributions - Knowledge accumulation - Research potential - Research trend analysis - Research trends - Technologies and applications - Technology trends

**Classification code:** 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 75. Task-technology fit and culture: Perceptions of and media feature preferences for the task of delivering bad news

**Accession number:** 20172703888991

**Authors:** Wang, Nan Tina (1); Carte, Traci A. (2)

**Author affiliation:** (1) Eastern Illinois University, United States; (2) Kennesaw State University, United States

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1



**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

**Issue date:** 2016

**Publication year:** 2016

**Pages:** 583-594

**Language:** English

**ISSN:** 16830040

**Document type:** Conference article (CA)

**Conference name:** 16th International Conference on Electronic Business, ICEB 2016

**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Task-technology fit (TTF) suggests that what drives technology utilizations is individuals' subjective evaluations of fit. The technology aspect that gives rise to task-technology fit has received extensive attention, and researchers recently called for more attention to the task aspect. In this paper, we examine how culture may affect the task aspect of TTF, consequently leading to differences in subjective evaluations of fit and ultimately technology utilizations. Moreover, we distinguish the two mechanisms via which culture may affect the task aspect of task-technology fit, i.e., task perception and task response. Focusing on the task of delivering bad news, we examine cultural differences (China vs. Non-China) in the perception of and responses to (in terms of media feature preferences) the task of delivering bad news. Data was collected using surveys from clients of a multinational public relations company. Results show that there was no difference in task perception for delivering bad news between Chinese and Non-Chinese participants, marginally supported difference in the preferences for rehearsability, and no difference in the preference for symbol sets.

**Number of references:** 68

**Main heading:** Electronics industry

**Controlled terms:** Cell culture - Digital storage - Electronic commerce - Public relations

**Uncontrolled terms:** Cultural difference - Media feature - Media preference - Subjective evaluations - Task response - Task technology fit - Tasktechnology fits (TTF) - Technology utilization

**Classification code:** 722.1 Data Storage, Equipment and Techniques

Data Storage, Equipment and Techniques

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## **76. Factors motivating the customers' SNS brand page behavior: Comparison between China and Korea**

**Accession number:** 20172703888980

**Authors:** Song, Mengmeng (1); Zhang, Xianfeng (2); Liao, Qinyu (3)

**Author affiliation:** (1) Hainan University, Haikou, China; (2) Hainan Normal University, Haikou, China; (3) Texas University of Rio Grande Valley, United States

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Purpose - The wide spread and usage of SNS brand pages in companies has renovated the brand strategy in the new era. Embedded in an organically grown network of social ties, SNS brand pages show great differences from the ordinary online brand community. Called upon by the new research opportunities, this paper investigates the motivating factors (functional benefits, hedonic benefits, economic benefits and intrinsic benefits) influencing customers' SNS brand page behavior (participation/commitment) in the cultural context of China and Korea, so as to provide meaningful implications to the companies' effective use of SNS brand pages, and help global companies in their development of brand strategies for the two countries. Design/methodology/approach - In all, 407 Chinese and 384 Korean SNS brand page users were surveyed to conduct the above research agenda by structural equation modeling. Findings -prior motivating factor constructs are valid in influencing the consumers' participation in and commitment to SNS brand pages in both countries, yet with dissimilarities in the significance and strength. Information seeking is not significantly correlated with the SNS brand page behavior in China, and convenience is found not correlate in Korea. Brand reputation in China and reward in Korea are the most influential factors of participation behavior. Interaction plays an important role in affecting commitment behavior in both countries. Participation has a positive impact on purchase intention in two countries, but only Chinese samples' commitment has a positive impact on purchase intention.

**Number of references:** 78

**Main heading:** Social networking (online)

**Controlled terms:** Economic and social effects - Electronic commerce - Electronics industry - Information use - Motivation - Purchasing - Sales

**Uncontrolled terms:** Brand community - Commitment - Information seeking - Participation - Purchase intention - Reward

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 912.4 Personnel

Personnel

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 77. To study effects of using human presenter in product image: Applying an eye-tracker vs. facial expression translation

**Accession number:** 20172703889012

**Authors:** Huang, Bin (1); Peng, Lifang (1); Chen, Kefu (1)

**Author affiliation:** (1) Xiamen University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Volume:** 0

**Part number:** 1 of 1

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**Language:** English

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**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Eye tracking is the process of measuring either the point of gaze or the motion of an eye relative to the head. An eye tracker is a device for measuring eye positions and eye movement. Eye trackers are used in research on the

visual system, in psychology, in psycholinguistics, marketing, as an input device for human-computer interaction, and in product design. Previous study applies an eye-tracker to investigate effects of using human presenter in product images and conclude that eye-tracker data can be used for eye-gaze data collection and analyzed for further statistical conclusion [8]. The result indicates that product image with positive emotion female presenter gets the highest fixation duration, however, not significantly higher than fixation duration of other types of product images. However, Eye tracking by professional eye-tracker is not an affordable research method for most researches. Facial expression translation is a new function comes from "Youdao translate officer" which can be downloaded from apple APP store for free; It can indicate human facial expression in eight dimensions (i.e., happiness, angry, fear, contempt, disgust, calm, surprise, sad) with values. We are proposed to use this free technical to investigate effects of using human present in product images and compare the results with studies applies eye-tracker previously. A fresh accepted research method could be discovered by this study, and give an optional research method in relative field.

**Number of references:** 8

**Main heading:** Eye tracking

**Controlled terms:** Electronic commerce - Electronics industry - Eye movements - Human computer interaction - Motion tracking - Product design

**Uncontrolled terms:** Facial Expressions - Fixation duration - Human facial expressions - Human Presenter - Investigate effects - Positive emotions - Product images - research methods

**Classification code:** 723.5 Computer Applications

Computer Applications

- 913.1 Production Engineering

Production Engineering

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 78. Effects of seller certificates on buyer's order cancellation in the E-marketplace

**Accession number:** 20172703889042

**Authors:** Zhang, Yiyi (1); Bang, Youngsok (1); Kim, Sang Won (1)

**Author affiliation:** (1) Chinese University of Hong Kong, Hong Kong

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

**Issue title:** Proceedings of the 16th International Conference on Electronic Business: Internet Plus, ICEB 2016

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**Language:** English

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** E-marketplaces are implementing various policies to reduce the information asymmetry between sellers and buyers. One popular way is to issue different kinds of certificates (or seals) for sellers, e.g., a quality certificate for sellers who have a lower product return rate than others or a quick certificate for sellers who dispatch products faster than others. Despite a plethora of previous studies on the role of certificates in the e-marketplace, we have a limited understanding of certificate effects in the post-order stage, where buyers can reverse their purchase decision. Based on the psychological contract violation theory and other related literature, we first explain why seller certificates can take a role in buyers' order cancellation decision. Then, we empirically examine the effects of seller certificates using the large transaction data from a leading e-marketplace in Korea. Our findings are as follows. Given the time elapsed from the order, buyers are less likely to cancel the order when the seller has a quality certificate (for sellers who have lower product return rate than others) or a quantity certificate (for experienced sellers who sold a larger amount of products than others). When the seller has a quick certificate (for sellers who dispatch products faster than others), on the other hand, buyers are more likely to cancel the order. Further, the effects of seller certificates on order cancellation are largely varying across purchase channels (Smartphone vs. PC) and product types (convenience goods, shopping goods, vs. specialty goods).

**Number of references:** 12

**Main heading:** Sales

**Controlled terms:** Decision theory - Electronic commerce - Electronics industry

**Uncontrolled terms:** Cancellation - Certificates - E-marketplaces - Psychological contract violations - Survival analysis

**Classification code:** 723.5 Computer Applications

Computer Applications

- 961 Systems Science

Systems Science

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 79. Incentives, positive emotions and SWOM intention: Moderating roles of allocation type and emotion regulation

**Accession number:** 20172703888995

**Authors:** Wang, Xiao Rong (1); Peng, Li Fang (1); Luo, Xin Robert (2); Xu, Feng (3)

**Author affiliation:** (1) Xiamen University, China; (2) University of New Mexico, United States; (3) Xi'an Jiaotong University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Conference date:** December 4, 2016 - December 8, 2016

**Conference location:** Xiamen, China

**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** With the increasing popularity of social networking sites (SNS), companies are adopting monetary incentives to generate eWOM on SNS (SWOM). Drawing on emotion and equity theories, this study explores effects of perceived magnitude of monetary incentives and emotions on consumer SWOM intention. In addition, this study investigates the moderating effects of allocation types of rewards (positive inequity and negative inequity) and emotion regulation (reappraisal and suppression emotion regulation) on these relationships. An online situational experiment was conducted and yielded valid responses from 193 WeChat users in China. With the preliminary data, we tested the direct, mediation, and moderation effects using SmartPLS 3.0. The empirical results show that (1) perceived monetary incentives have a positive effect on SWOM intention; (2) positive emotions of senders mediates the relationship between incentives and SWOM intention; (3) negative-inequity incentives negatively moderates the relationship between incentives and positive emotion, while the moderating effect of positive-inequity incentives is insignificant on the relationship between incentives and positive emotion; (4) reappraisal emotion regulation strengthens the effect of positive emotion on SWOM intention, whereas the moderating effect of suppression emotion regulation between positive emotion and SWOM intention is not statistically significant.

**Number of references:** 58

**Main heading:** Behavioral research

**Controlled terms:** Electronic commerce - Electronics industry - Social networking (online)

**Uncontrolled terms:** Electronic word of mouths (eWOM) - Emotion regulations - Emotion theories - Equity theories - Incentives - Negative inequity - Positive inequity - Social networking sites - SWOM intention

**Classification code:** 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 80. Cultural industries and innovation-an empirical analysis

**Accession number:** 20172703889018

**Authors:** Chen, Jin (1); Amahah, Justice (1)

**Author affiliation:** (1) University of International Business and Economics, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)

**Volume:** 0

**Part number:** 1 of 1

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**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** The multitude of research work on Creative industries speaks to the importance of this sector of the knowledge-based economy. Creative industries worldwide have witnessed rapid growth in the past decade and this has prompted more interest in this sector. Research on innovation in creative industries on the other hand has been rather limited, although several studies have indicated useful approaches to the management and organization of innovation relevant to the creative industries, however empirical studies in this respect are still far from comprehensive, hence prompting this empirical research on the impact of innovation on productivity in Creative Industries with a focal point on China Online Game Industry. This paper empirically studies the links between innovation and productivity at the firm level in Creative Industries using Chinese Online Game Industry as the focal point of its analysis. This paper bases its analysis on the recommendations of the Oslo Manual, this approach provides a way to achieve a high level of comparability within the Industry, it also provides standard definitions and indicators of innovation. The paper went further to adopt the scoring matrix approach in order to capture and delineate the various dimensions, dynamics and key features of online gaming enterprises in China. Indicators adopted in the analysis were selected based on literature review and statistical analysis. The empirical approach is based on data obtained from enterprise-based surveys of innovative activity in Chinese online game firms. The paper applied an econometric model of Research and Development, innovation and productivity interrelations at a firm level similar to that of Crépon, Duguet, and Mairesse (1998) for France, to the micro data obtained for China online gaming industry.

**Number of references:** 73

**Main heading:** Electronics industry

**Controlled terms:** Economic analysis - Electronic commerce - Knowledge based systems - Online systems - Productivity - Social networking (online)

**Uncontrolled terms:** Creative industries - Creativity - Knowledge based economy - Knowledge production function - On-line games - Online game industries - Productivity interrelations - Research and development

**Classification code:** 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 911.2 Industrial Economics

Industrial Economics

- 912 Industrial Engineering and Management

Industrial Engineering and Management

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

**Data Provider:** Engineering Village

## 81. Exploring the role of consumers' trust in the online financial products sales platforms using the commitment-trust theory

**Accession number:** 20172703888997

**Authors:** Hou, Jizhi (1); Wang, Tao (1); Tang, Yuehuan (2); Chen, Lei (1)

**Author affiliation:** (1) Southwestern University of Finance and Economics, China; (2) Xi'an Jiaotong University, China

**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)

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**Conference code:** 128172

**Publisher:** CEUR-WS

**Abstract:** Recent years, Internet Finance pops into our field of vision and plays a quite essential role in our daily life; besides, it seems to change our ordinary financial management concept in a subtle way. In order to provide convenient for consumers, many third-party platforms emerge as required simultaneously which are widely used to satisfy both investors and sellers. Therefore, it is undeniable that the success of Internet Finance's practical meaning heavily depends on its users' continuous support. More specifically, the "continuous support" comes from customers' favorable comments and trust. However, the topic about internet financial sales platforms has not been completely studied in former researches. According to this, the highly practicability and significant utility of this topic indicate the importance of the present study. Based on the commitment-trust theory and Meyer and Allen's three-component model of commitment, this paper focus on constructing a researching model which incorporates contextspecific antecedent. Moreover, Perceived benefit, products diversity, quality of alternatives perform well as antecedents of commitment. Using Meyer and Allen's three-component model of commitment as a proxy for formal control, this study finds out that elements characterized such as platform assurance, products recommendation and government regulation are positively related to the trust raised by users and even the third-parties. And vice versa, trust and commitment positively affect relational outcomes that we theorize would contribute to outsourcing success as well. Both researches and their practical implications of the results are to be discussed. The results of this research provide theoretical implications for future research and practical implications for the success of internet financial products sales platforms.

**Number of references:** 16

**Main heading:** Sales

**Controlled terms:** Electronic commerce - Electronics industry - Investments - Outsourcing - Trusted computing

**Uncontrolled terms:** Commitment-Trust theory - Financial managements - Government regulation - Implications for futures - Outsourcing success - Three component model - Trust - Trust-commitment Theory

**Classification code:** 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 82. The study on the usability for tourism websites of scenic spots-took Hainan province as the example

**Accession number:** 20172703889046

**Authors:** Qiao, Lin (1); Hu, Tao (1)

**Author affiliation:** (1) Hainan University, HaiKou, China

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**Abstract:** At present, people pay more and more attention on the usability of tourism websites. The websites with poor usability can not bring good experiences for the users. For good scenic spots, good experiences can bring the positive propaganda and poor website experience can made the tourists abandon the trip their destination trip. The paper made the comparison and exploratory research for the web portals of tourist attraction in Hainan. By using the evaluation methodology of correction and elicitation, the writer made sure the index to the websites made by users. The paper analyzed the questionnaires based on 5 categories and 30 indexes, discussed present construction status of tourism website for the scenic spots in Hainan province, searched the relation between the star level and usability for the tourist spots, researched the influences to the trip of travelers caused by website usability and found out the insufficient of trip website construction in the scenic spots of Hainan province to improve the management level for the tourist destination and tourist spot, provide theoretical basis for the plan of trip promotion and improve the quality of traveling experience for travelers. In the paper, the research meanings are as follows: 1. The paper used the method of correction and enlightenment and took the feeling of tourists (who browsed the website) into consideration. By using 5 categories and 31 usability indexes of tourism website, the writer made the modeling and assessment for the tourism websites of scenic spots in Hainan. From five aspects, such as language, page structure and design, information structure, user interface and navigation mark and the whole part, the writer made omni bearing and deep assessment for the tourism websites of scenic spots in Hainan. He knew fully the deficiencies and provided the suggestions and opinions for the construction of tourism website in Hainan. 2. The aim of the paper is researching the relation among star level and usability and so on for Hainan scenic spots and finding the deficiencies for the tourism website usability of Hainan scenic spots to put forward relative improvement measures and helped servers who provided the tourism information to improve the tourism service and provide more convenient, timely and efficient tourism information. It aims to improve the management level for travel destination and scenic spots and provide theoretical basis for the plan of trip promotion. 3. Finding out the influences to scenic spot expectation of tourists made by websites of tourist attraction to understand well the influences to scenic spot propaganda made by the website of tourist attraction.

**Number of references:** 13

**Main heading:** Web Design

**Controlled terms:** Electronic commerce - Electronics industry - Portals - Stars - Surveys - Tourism - Usability engineering - User experience - User interfaces

**Uncontrolled terms:** Evaluation methodologies - Expectation - Exploratory research - Information structures - Tourism websites - Tourist attractions - Tourist destinations - Usability

**Classification code:** 657.2 Extraterrestrial Physics and Stellar Phenomena

Extraterrestrial Physics and Stellar Phenomena

- 722.2 Computer Peripheral Equipment

Computer Peripheral Equipment

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

### 83. The effectiveness of applying virtual reality to educational purpose

**Accession number:** 20172703889014

**Authors:** Hu, Hui-Chen (1); Chang, Hsin-Lu (1); Shih, Yung-Chi (1)

**Author affiliation:** (1) National Chengchi University, Taiwan

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**Abstract:** Research Motivation The purpose of this thesis is to build a model to examine the impacts of subjects who experienced the virtual reality system made by Taiwan's National Palace Museum and make a proof that apply virtual reality on museum exhibition will achieve the expected benefits. The beginning of research on virtual reality is starting from psychological therapy. For the purpose of knowing what effects virtual reality has and why virtual reality is effective, many researchers devoted to this subject related to the concept of presence [1]. In the past decades, the researches on presence are adequate and covers many dimensions: the cause of presence, the category of presence, measuring presence, the outcome of presence, experimental design about understanding or measuring the presence, questionnaire design. However, what other fields that virtual reality can be applied in? what are the details about actual utilizing virtual reality in a specific field? The researches on this subjects are insufficient. For example, there was a research talking about applying virtual reality to learning purpose is potential if the system can generate a high presence virtual environment, but it did not actually prove it for real world. This paper, with Taiwan's National Palace Museum's virtual reality system, we will develop a model to examine the impacts of technical and task factors on presence in virtual reality museum exhibitions and through the questionnaire to evaluate the subject's performances. For knowing using virtual reality in museum exhibitions was valuable or not, we listed the three main targets. These targets means after subjects experienced the virtual reality, it would be achieved at least one of the following benefits. the first one, enhance the subjects' willingness of joining the exhibitions, the second, increase the interests of the exhibitions and the last, improve the knowledge of artifacts in the exhibitions. Overall, we would know whether the virtual reality of museum exhibitions could produce the expected outcomes. If not, how to adjust the technical and task factors and improve the system is the question we try to answer. Research Objective Based on the past experiences, the visitors of museums could be divided into two types. The persons have been very interested in the artifacts or the experts had related professional background knowledge. Another type was the persons who just went for fun or felt curiosity but did not really interested in the contents. For giving the first type visitors a better experience and enhancing the interests of second type visitors, Taiwan's National Palace Museum had been starting its digital plan. The plan has been executed for several years and there have been many positive results and feedbacks. In recent years, the potential of virtual reality took the museum's fancy and the museum tried to develop a museum exhibition virtual reality. Taiwan's National Palace Museum developed a virtual reality system for its digital plan. The virtual environment includes artifacts like jade cabbage, paintings and script of ancient poetry. The subjects wear head-mounted display(HMD), hands with the controllers and broadcast the introduction of artifacts continuously. There is a little space subjects can walk around and the scenes in the virtual environment is just like visiting an exhibition in the museum. In the virtual environment with the viewpoint of the subject, the subject can see that their right hand with white gloves and left hand with a flashlight. There are two ways that the subject can control the virtual environment and every action represents the different interactions. Controller on the right hand corresponds to the virtual environment is the right hand wearing the white gloves. The controller has a button, when press the button direct to the specific artifacts, it means "grab" the artifacts if the thing can be picked up. If the artifacts in the virtual environment cannot be picked up, such as painting and script of poetry, pressing the button will not give any response. A subject can use right hand to pick up the jade cabbage and watch it in full view. The controller on the left hand corresponds to the virtual environment is the left hand with the flashlight. A subject can use the flashlight to scan the paintings or scripts, and it represents the subject press the button on the left hand controller. The artifacts scanned will become full-screen in front of the subjects, so subject can see the details. In order to know the outcomes of the museum exhibition virtual reality, we are going to build a model to figure it out. Therefore, we are going to find out the key factors that contributed to the presence and relationship between these variables and presence. Through the decades, the researches on finding out the factors that affects to presence was sufficient and many researchers tried to categorize these factors. Thus, there were so many taxonomies but some of them still had commonality. We use the Sheridan's



(1992) taxonomy to categorized these variables into three groups, technological, task- or context-based and user characteristics or individual. Technological and task-based view are focus on the system level. Technological view focus on how the virtual reality design affects the presence. Task-based view emphasize what contexts or tasks will contribute to presence. Except the technological and task-based variables mentioned above, individual differences are important to presence. The variances between individuals are huge and complex, including differences of personal characteristics, attitude toward to the technology, tendencies of paying attention or engaging in the virtual environment. it is difficult to take these views all. Thus, this paper will concentrate on system level, point in technological and task-based factors and examine the impacts of these factors. Presence is classified into personal presence, environmental presence, and social presence [2]. For the contexts of Taiwan's National Palace Museum virtual reality, there did not include the element of social presence. For the reason that this paper just separated the presence into personal and environmental presence. We have three expected outcomes of this museum exhibition virtual reality, increasing the visitors' interests, improving the experience and learn more about the artifacts than before. Through the model, we want to know whether the system achieve these targets. The measurement is according to questionnaires fulfilled by subjects after they experienced the virtual reality. The measurement not only valid the model but also evaluate subjects' performance and the virtual reality can fulfill the expected outcomes or not. The details of the model will discuss in research framework paragraph. Model see the following Figure 1. {table presented} Literature Review In the past researches, there were so many factors contribute to presence, and many researchers try to categorize these factors. Sheridan (1992) identifies five factors contribute to presence [3]. Steuer, J. (1992) categorized three of them as technological factors: the extent of sensory information, control of sensors relative to environment, and the ability to modify the physical environment [4]. The other two are task-, or context-based: task difficulty, and degree of automation [3]. Zeltzner (1992) also provides three technological variables: autonomy (a qualitative measure of the ability of a computational model to act and react to simulated events and stimuli), interaction (the degree of access to model parameters at runtime), and presence (bandwidth of sensation) [5]. Naimark (1992) provides a six-category factors for realspace imaging and the taxonomy also from a technological view [6]. The definition of term "presence" is related to wide fields of researches. Lombard and Ditton identified six different explanations of presence: social richness, realism, transportation, immersion, social actor within medium, medium as actor [7]. Schloerb separated the presence into subjective presence and objective presence [8]. Heeter distinguishes between three different types of presence: personal presence, a measure of the extent to which the person feels like he or she is part of the virtual environment; social presence, refers to the extent to which other beings (living or synthetic) also exist in the virtual environment; environmental presence, refers to the extent to which the environment itself acknowledges and reacts to the person in the virtual environment [2]. There are still existing other researches about defining the nature of presence. Although these theories do not conflict, we have to pick one or converge approach some theories together when it is necessary to measuring presence. This paper uses the Heeter's definition, differentiate personal presence, social presence and environmental presence. The measurement of presence in this paper is questionnaire. The presence questionnaire has been developed for several years and many of them were passed the validity test. So far we sort out the presence questionnaire and classified the questions to personal or environmental presence. The following are the presence questions we are going to use it to our questionnaire [12] [13] [14]. Personal Presence (1) I was aware of the world.

**Number of references:** 14

**Main heading:** Exhibitions

**Controlled terms:** Buildings - Computation theory - Controllers - E-learning - Electronic commerce - Electronics industry - Fasteners - Flashlights - Helmet mounted displays - Museums - Presses (machine tools) - Silicate minerals - Surveys - Taxonomies - User experience - Virtual reality - Wear of materials

**Uncontrolled terms:** Head mounted displays - Individual Differences - Personal characteristics - Physical environments - Presence - Professional backgrounds - Technological factors - Virtual reality system

**Classification code:** 402 Buildings and Towers

Buildings and Towers

- 402.2 Public Buildings

Public Buildings

- 482.2 Minerals

Minerals

- 603.1 Machine Tools, General

Machine Tools, General

- 605 Small Tools and Hardware

Small Tools and Hardware

- 707 Illuminating Engineering

Illuminating Engineering

- 721.1 Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 732.1 Control Equipment

Control Equipment

- 903 Information Science

Information Science

- 951 Materials Science

Materials Science

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 84. A design science approach to improve adherence on exercise plan via mobile application built by researchkit framework

**Accession number:** 20172703889039

**Authors:** Sun, Ruo-Ting (1); Hu, Hui-Chen (1); Chang, Hsin-Lu (1)

**Author affiliation:** (1) National Chengchi University, Taiwan

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**Abstract:** Introduction In the modern society, mHealth is an increasingly popular concept, which refers to the use of mobile technology to improve health outcomes and healthcare services at a low cost (Martin, 2012). According to Pew Research Center, in 2015, nearly two-thirds of American adults are now smartphone owners. One-fifth of smartphone owners utilize mobile apps to track or manage health (Fox and Duggan 2012). With the advance of science and technology, the growing number of applications are developed for self-managed health project. A wide variety of innovative functions are built to help people control diet or sport plan. Those applications provide all sorts of functions or graphical interfaces to assist users record data and keep tracking on their daily report. Currently, low proportion of health-care applications are designed for particular chronic disease group, such as hypertension, type 2 diabetes, coronary heart disease, stroke, osteoarthritis, respiratory problems and so forth. In medical industry, chronically ill patients often need more rigorous and long-term health control than ordinary people. In the United State, more than one-third of adults are obese and childhood obesity has become an increasing trend (Ogden, Carroll et al. 2015). The most common chronic disease related to obesity is "diabetes". In 2012, 29.1 million people or 9.3% of the U.S. population have diabetes and 27.8% of people with diabetes are undiagnosed (National Diabetes Statistics Report, 2014). As a consequence, our research is going to realize the performance of self-managed application on specific chronic disease - diabetes. According to the best diabetes applications of 2016 from 'healthline' website, we can roughly categorize those applications' main functions into four types. Data collection Basically, all diabetes applications provide data collection function as foundation. These types of applications pay more attention on how to analyze user data and how to present it more friendly through gorgeous graphics or spreadsheets. Diabetic patient social group These kinds of applications designed for diabetic patient to form social groups with a view to sharing information and exchanging useful experience with each other. It focuses more on social effects. Directions for diet and sport Some of diabetes applications give professional suggestion on patients' recipe and provide suitable exercise guideline for diabetic patients to learn and keep updating the newest information. Device-oriented Users are able to purchase device such as blood glucose meter and download related application. Device-oriented diabetic managed applications help patient track record more precisely. However, motivated effects of application for chronically ill

patients in compliance with exercise plan according to doctors' instruction are more crucial than general public. Currently, less application has devoted to strengthen motivated effects so as to help diabetic patients achieve better performance on self-control plan. There have been several researches refer to the relationship between personality and performance. Discussions that concern personality as a valid predictor of job performance have flourished ever since Barrick and Mount (1991) conducted a substantial meta-analysis on the same topic. Few researches has studied the impact of personality on health managed performance. The Myers-Briggs Type Indicator or MBTI (Briggs-Myers & Briggs, 1985) is a popular and widely used personality analysis instrument. Accordingly, the objective of the research is to take MBTI test as basis to analyze personality and evaluate motivated effects on self-managed plan through mobile application. During the design process, the research utilizes design science research methodology described by Peffers (Peffers et al. 2007) to construct a mobile application. Design science is of importance in a discipline oriented to the creation of successful artifacts. In 2015, Apple Inc. has introduced ResearchKit open source framework which allows researchers and developers to create powerful apps for medical research. The ResearchKit framework offers a variety of customizable modules that include a survey engine, visual consent flow, and active tasks. Thus, we are able to better design our iOS mobile application via ResearchKit framework. Specifically, the research objective is to examine completion rate which stands for the performance of motivated effects based on different notified messages pushed to people with various personality types, different frequency of motivational messages and feedback impact on individuals. Furthermore, we can develop strategies to improve the effectiveness of exercising motivation applications. Related Work In order to investigate effects of different messages on users with different personalities, the research refers to psychological theory describes by C.G. Jung (Jung et al., 1957). The essence of the theory is that much seemingly random variation in the behavior is actually quite orderly and consistent, due to basic differences in how people perceive and judge. To make the theory of psychological types understandable and useful, the Myers-Briggs Type Indicator (MBTI) instrument (Myers and McCaulley 1988) is one of the most widely adapted instrument. The Myers-Briggs Type Indicator (MBTI) is an introspective self-report questionnaire. It is a useful tool to indicate psychological preferences in how people make decisions. The test results can be used as the basis of further analysis. The whole results of MBTI test includes eight characteristics and sixteen kinds of personality types. MBTI assesses personality types by considering a person's preferences on four pairs of psychological types: Extraversion and Introversion (E, I) assess attitudes people use to direct their energy. Sensing and Intuition (S, N) refer to two ways of gathering information and understanding situations. Thinking and Feeling (T, F) are two ways in which to organize and structure information and come to a conclusion. Finally, Judging and Perceiving (J, P) describes how you like to live your outer life. For the sake of narrowing our analysis down, the research takes MBTI test to classified users into two types. We only collect data and distinguish users from selected two types of all result Categories-Thinking and Feeling. Adapting MBTI, we investigate how we can motivate people to exercise using messages designed based on their personality types. As a starting point, we focus on thinking or feeling preferences, as this dimension determine how people make decisions, which is the most relevant to our context. People with thinking (T) personality type prefer applying analytical and logical principles to make objective decisions, following clear and consistent principles. People with feeling (F) personality type may opt to make decisions by reference to their own and others' values, put more weight on personal concerns and the people involved. Based on these two types, we give specific message to each participant. In line with the theory and empirical evidence, we hypothesis that messages that are logical, making suggestions based on facts and scientific evidence are more effective in motivating thinking type person. While to motivate feeling type person, emotional messages that promote positive values (such as persistence, optimistic, etc) and provide emotional support (such as encouragement, inspiration, acknowledgment, etc) are more effective. Our aim is to verify that users will motivated by messages which meet users' personalities. Research Approach The design science research methodology is presented by Peffer(Peffers et al. 2007). There are six stages during the design process including problem identification and motivation, objective of a solution, design and development, demonstration, evaluation and communication. At the design stage, we focus on how message effect differed between participants with different personalities. Building on the design science theory, we developed an iOS application using ResearchKit. ResearchKit is an open source framework introduced by Apple in 2015. For medical research, ResearchKit framework enables our iOS app to become a powerful tool. Developers can use a variety of customizable modules such as informed consent, surveys and active tasks to build useful medical application. The benefits of using ResearchKit are: Low cost for large-scale data collection. Any iPhone user anywhere in the world can opt-in for the research by downloading the research application in an Apple store. Requires minimal programming expertise for application development. ResearchKit is composed of pre-constructed modules that make developing an application a much more efficient and easier task. Three basic modules include informed consents, surveys, and active tasks. Enables longitudinal tracking of participants. ResearchKit enables researchers to easily "follow" the participants with the application installed in participants' mobile phones. Provides real-time tracking and feedback. With the mobile application, researchers can track real time status of the participants and give feedback or suggest adjustments based on participants' performances. Collects many types of data. With the capability of iPhones, researchers can collect many types of data that were not possible to collect in the past, such as participants' location and movement. The purpose of the application is to help participants schedule personal exercise plan and make sure that they are indeed abide by the plans. We develop the application as a design artifact according to design science guideline described

by Hevner (Henver et al., 2004). Within the search process during design, the instantiation we created to improve adherence is the solution to our research objective.

**Number of references:** 10

**Main heading:** Design

**Controlled terms:** Behavioral research - Costs - Data acquisition - Diseases - Electronic commerce - Feedback - Fruits - Function evaluation - iOS (operating system) - Medical applications - mHealth - Mobile computing - Motivation - Nutrition - Open source software - Population statistics - Smartphones - Sports - Surveys

**Uncontrolled terms:** Application development - Coronary heart disease - Design science - Design-science researches - Health care application - Myers-Briggs Type Indicators - ResearchKit - Science and Technology

**Classification code:** 461.3 Biomechanics, Bionics and Biomimetics

Biomechanics, Bionics and Biomimetics

- 461.7 Health Care

Health Care

- 718.1 Telephone Systems and Equipment

Telephone Systems and Equipment

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 731.1 Control Systems

Control Systems

- 821.4 Agricultural Products

Agricultural Products

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 912.4 Personnel

Personnel

- 921.6 Numerical Methods

Numerical Methods

- 971 Social Sciences

Social Sciences

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## 85. Different individual's impact on learning performance in virtual reality

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**Authors:** Shih, Yungchi (1); Chang, Hsin-Lu (1); Sun, Routing (1)

**Author affiliation:** (1) National Chengchi University, Taiwan

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**Abstract:** Motivation This study cooperated with National Palace Museum and the aim is to determinate the difference between various personal characteristics on learning performance in virtual reality (VR), to find out what kind of personality can have a better impact on performance and also want to raise people's interests in learning by using virtual reality. According to the current application on VR, it has been widely utilized in surgery simulation, aircraft simulation training and as we can see now, VR is getting more and more popular in gaming filed. Also, there already

have many studies discussed about the VR, for example, many studies ([1]Witmer & Singer, 1998; [2]Steuer, 1992; [3] Rafaeli , 1988) discussed the factors which may influence user's experience in virtual environment and also there already have been lots of literatures ([4] Heeter, 1992; [5] Sanchez-Vives & Slater., 2005; [1] Witmer & Singer, 1998) talked over the indicator which can measure user's experience, the indicator we call it 'presence' and will talk about it later. In addition, there has another literatures proposed another indicator to measure user's experience, it's called 'engagement'. In this study we will talk about them and use them to measure how much subjects involve in the virtual environment. But as we can see now, there are not so much application on educational field in VR. Otherwise, most of the literatures talked about what kind of usage in technology can have better presence to user or what kind of presence user would have when they experienced VR, also as we mentioned above, the application of VR in surgery simulation or aircraft stimulation training etc. With the chance if cooperating with the National Palace Museum, it's a good opportunity to do a research on it, National Palace Museum provide virtual reality equipment and the educational content to us, we dedicated to find out the different individual's impact on the usage of VR and also explore what kind of channels can have better presence or engagement to users and find the suitable content usage in different channel. After all, our aim is to let the application of VR can have more possibility in different field such as education and make people have more interests in learning the history of antiquities by using the virtual reality equipment which is supplied by National Palace Museum. Research objective In order to find the difference between various individuals, we can compare user's experience by measuring the presence and the engagement as the indicator we mentioned in the last paragraph. According to the past literatures, we can see that there are different methods can measure how much involvement user have in virtual environment, but the presence is the commonest one, in addition to this, we also take the engagement as one of our indicators, which can let us know how much enjoyment users have when they experience in the virtual environment, because if user have more enjoyment in VR, it will arouse their interests in learning things, this is one of our objective too. Also, because there were not so much essays discussed the usage of VR in the field of education. By the opportunity to cooperate with National Palace Museum, we will focus on the application on it and find out whether different personal characteristics can perform different learning performance when they are learning something in virtual environment. In today, the VR is becoming more and more common and popular, there are many news talked about it and also many company are doing research and developing the equipment of VR, such as the famous virtual reality headset, HTC vive, which is developed by HTC and Valve Corporation, released on 5 April 2016. It is a first-of-its-kind virtual reality system. Aside from this, the Oculus Rift which is developed by Oculus VR, released on March 28 2016 is also one of the well-known virtual reality equipment. As to this world trend we hope to have a contribution to the application of VR in education, make the VR have more usage in different field. Literature review For evaluating user's experience, as mentioned before, we use presence and engagement as our indicators. Refer to the past literatures, there had many definition about presence, in this study we categorized it in three types, environmental presence, 'The extent to which the environment itself appears to know that you are there and to react to you' ([4]Heeter, C., 1992), personal presence, 'A measure of the extent to which and the reasons why you feel like you are in a virtual world' ([4]Heeter, C., 1992), social presence, "as individuals' perception of the medium to connect them to each other and create sociable, warm, and intimate interaction"([6]Lombard, M., & Ditton, T., 1997). In this study, because of restricting to the equipment and the content of VR which are provided by National Palace Museum, we will focus on discussing environmental presence and personal presence. And also as we mentioned, engagement, 'which reflects an individual's subjective enjoyment in a holistic experience with technology' ([7] Yi, Jiang, & Benbasat, 2015). By using this indicators, we designed a questionnaire to measure them, after reviewing several literatures about presence questionnaire ([8]Witmer, Jerome, & Singer, 2005; [9]Slater, & Steed, 2000; [10]siter, Freeman, Keogh, & Davidoff, 2001). we have picked some items from them to make it suitable to our experiment. As to appendix, there has several items, different items belongs to different indicators, and for the personality we used the big five personality trait to analysis, but the questionnaire is still on designing, so the items including in this abstract is the example from the recent finding, it's not the final vision of our questionnaire. Research framework For the purpose of measuring presence, we have reviewed many literatures and found out several factors that may impact the presence, in here, we summarize the elements into two parts, individual differences and technology. Individual differences, refer to [1] Witmer & Singer, (1998), they noted that the distraction factors and the realism factor may have impact on presence, these two factors are both related to personal difference. So according to these two factors, we expect personality, previous experience, attention and personal interests as the important elements of the presence. Also, according to [2]Steuer (1992), we knew that technology is one of the important factors may influence presence, for example, the resolution in virtual environment. Moreover, presence will impact user's learning performance. So by the means of measuring presence, we can find out the important factors which can have a better impact on performance. For another indicator, engagement, we have found that we can measure it and know how much enjoyment user will have after they experience virtual environment. Because one of our objective is arousing people's interests in learning by using VR, it's important for us to know whether they engage in the virtual environment or not. If they have better performance in engagement it means that people really enjoy the experience in VR. If they enjoy it, it means that they may like the content which they experience and will let them have more interests in it. On the contrary, if they don't enjoy it, there are two main reason, one is that they may not really like the content and another is the equipment is not comfortable to them. According to this, people may not want to

learn more about the things they see or listen in the virtual environment, because they don't have good experience. By measuring engagement, it will help us know whether the content is attractable to users. We hope to help National Palace Museum find the suitable content and arouse people's interest in learning more about the cultural relics. Research plan and expected contribution As to the framework we mentioned in the last paragraph, one of our purpose is finding out the important factor that may impact user's learning performance in VR, so we need to evaluate different user's presence. For example, users have experience in using VR may have better learning performance than those who never use it before, or the users who have interest in the virtual reality's content may have different presence to those who don't have, and whether user have experience in visiting museum or not will also have difference between them. Our another objective is attracting people's interests, we will design a questionnaire to measure engagement as we mentioned before, by measuring this we can know the content is attractable and also can help National Palace Museum to design their future content in VR. Regarding to the experiment, because we want to find out the difference individual's impact, we will give them prerequisite questionnaire and separate the subjects into two groups by the result. The two groups are treatment group and control group, let the subjects have task in virtual environment which is supplied by National Palace Museum and we may give them some task, after the experiment, we will observe the task performance (in here it means learning performance) and give them questionnaire which is design by us, then we can measure the presence and engagement. Our experiment's content and equipment is provided by National Palace Museum, the equipment is HTC Vive head-mounted display, with a camera near the bottom rim, two wireless handheld controllers and two 'lighthouse' base stations. Regarding to the content, there are some of the famous antiquities being stimulated in VR, such as the most famous one, jadeite cabbage with insects, one hundred stallions and some crafts, all of them are arrange in a place which looks like a room in the museum, user can walk around the room and watch the exhibits or interact with some of them.

**Number of references:** 11

**Main heading:** Virtual reality

**Controlled terms:** Behavioral research - Buildings - Controllers - E-learning - Education - Electronic commerce - Electronics industry - Helmet mounted displays - Silicate minerals - Surgery - Surgical equipment - Surveys - Technology transfer - Training aircraft - User experience - Virtual corporation

**Uncontrolled terms:** Environmental presence - Head mounted displays - Individual Differences - Personal characteristics - Personal presence - Presence - Virtual reality system - Virtual-reality headsets

**Classification code:** 402 Buildings and Towers

Buildings and Towers

- 461.6 Medicine and Pharmacology

Medicine and Pharmacology

- 462.1 Biomedical Equipment, General

Biomedical Equipment, General

- 482.2 Minerals

Minerals

- 652.1 Aircraft, General

Aircraft, General

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 732.1 Control Equipment

Control Equipment

- 912.2 Management

Management

- 971 Social Sciences

Social Sciences

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