

Search Summary

Query : (((((International Conference on Electronic Business 2020) WN ALL)) AND ((({ca}
OR {cp}) WN DT) AND ({international consortium for electronic business} WN
PN)))

Type : Expert

Results : 54

Database(s) : Compendex & Inspec

Downloaded : 7/3/2021

1. Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Accession number: 20212010349114

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

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

Volume: 2020-December

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Issue date: 2020

Publication year: 2020

Language: English

ISSN: 16830040

Document type: Conference proceeding (CP)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The proceedings contain 52 papers. The topics discussed include: a comparative analysis between Airbnb and hotel industry: the investigation from China; a two-stage real-time prediction method for multiplayer shooting e-sports; aging and urban mobility in Bandar Sunway: a holistic approach; application of artificial intelligence technology in baby stroller design; calm my headspace: motivations and barriers for adoption and usage of meditation apps during times of crisis; collaborative platform empowerment: case study in the digital transformation of the interior design industry; comparative study of business models of European micro-mobility online services; digital transformation research of Taiwan's traditional manufacturing industry based on the ecosystem perspectives; do users mind the brand engagement? the effect of brand engagement in knowledge sharing virtual community; and dynamic perturbation grasshopper optimization algorithm for engineering design problems.

Abstract type: (Edited Abstract)

Page count: 519

Database: Compendex

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Data Provider: Engineering Village

2. Comparative study of business models of European micro-mobility online services

Accession number: 20212010349411

Authors: Vitkauskaitė, Elena (1); Vaiciukynaite, Egle (1)

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

Corresponding author: Vitkauskaitė, Elena (elena.vitkauskaitė@ktu.edu)

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

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

Volume: 2020-December

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Issue date: 2020

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Pages: 55-62

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ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The sharing economy is promoting sustainable usage of materials, equipment, and tools. Moreover, ride-sharing is a recognized means of sustainable mobility. Besides, in the wake of COVID-19 prevention measures, bicycles and e-scooters became encouraged transportation means to allow individual and non-crowded outdoor transit

compared to other public transportation means. In this study, the authors aim to identify the core differentiating aspects of business models of European micro-mobility sharing online services (platforms). The Business Model Canvas framework proposed by Osterwalder and Pigneur (2010) was used as a basis to carry out the comparative analysis. The most popular European micro-mobility services were identified using the Crunchbase database, and the data on their business models was collected from secondary sources. The paper presents an analysis of four cases: Bolt (an international ride-hailing service), Nextbike (international bike-sharing service), CityBee (regional free-floating car-sharing service), and TIER Mobility (regional scooter sharing service). Future research will include a broader range of cases, interviews of the micro-mobility platform's representatives, surveys of their users, and more detailed case analysis. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 40

Main heading: Electronics industry

Controlled terms: Electronic commerce - Surveys - Vehicles

Uncontrolled terms: Business modeling - Comparative analysis - Comparative studies - On-line service - Prevention measures - Public transportation - Secondary sources - Sustainable mobility

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

3. Research on credit mechanism of electronic honor certificate system based on blockchain

Accession number: 20212010349404

Authors: Zhao, Ying (1); Li, Jia (2); Zhou, Liang (1); Lyu, Aobo (1)

Author affiliation: (1) School of Public Administration, Sichuan University, China; (2) Shenzhen Branch of China Construction Science and Technology Group Co., Ltd, China

Corresponding author: Zhou, Liang(zhouliang_bnu@163.com)

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

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

Volume: 2020-December

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Issue date: 2020

Publication year: 2020

Pages: 283-291

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The problem of dishonesty in the workplace has been one of the serious problems in business management practice for a long time, and this phenomenon is especially obvious in the recruitment link of the talent market. In order to effectively solve the problem of false resumes in the current talent market, based on the investigation and analysis of the reasons for talents' dishonesty, a solution of trusted electronic honor certificate system based on blockchain is proposed, and the effectiveness of the model is verified by using game theory analysis method. Thus, it provides a credit guarantee scheme based on blockchain technology for electronic honor certificates and other archives without official credit guarantee, which overcomes the problems of unilateral way dimension and high labor cost faced by traditional background investigation and provides a new approach for solving the problem of resume fraud in the recruitment scene of the talent market. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 18

Main heading: Electronics industry

Controlled terms: Blockchain - Electronic commerce - Game theory - Wages

Uncontrolled terms: Analysis method - Business management - Investigation and analysis - Labor costs - New approaches

Classification code: 723.5 Computer Applications

Computer Applications

- 912.4 Personnel

Personnel

- 922.1 Probability Theory

Probability Theory

Funding Details: Number: -, Acronym: SPDST, Sponsor: Department of Science and Technology of Sichuan Province; Number: 2018zr0366, Acronym: -, Sponsor: Sichuan Province Youth Science and Technology Innovation Team;

Funding text: This paper is supported by the Soft Science Project Fund of Sichuan Provincial Department of Science and Technology, "Research on the scheme and path of block chain technology helping Sichuan's" Profound Innovation and Reform " (2018zr0366)

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

4. Experiential learning through role-playing in the digital technology for business course

Accession number: 20212010349364

Authors: Thongmak, Mathupayas (1)

Author affiliation: (1) Thammasat Business School, Thammasat University, Thailand

Corresponding author: Thongmak, Mathupayas(mathupayas@tbs.tu.ac.th)

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

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Volume: 2020-December

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Issue date: 2020

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Pages: 119-127

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The purpose of this paper is to investigate the use of role-playing in an introductory course. A study of how new pedagogical approaches affect students' learning is crucial due to the change of learning environments, the more disengaged students, and enrollment declines. A survey of 103 undergraduate students from two classes of the Digital Technology for Business course, who joined the role-playing activities in 2018 and 2019, were collected. The role-playing activities were conducted six rounds for each class, yielding 458 records for data analysis. Results from the nonparametric test equivalent to the dependent t-test indicate that experiential learning through role-playing activities improves students' perceived usefulness (understanding, problem-solving skills, creativity, and topic interests) and their engagement intention (role-playing engagement intention, class attendance intention, and class participation intention) in all aspects. The content analysis of the open-ended question also reveals key comments from students in terms of the received emotions/ feelings, benefits for audiences, general expectations, and expectations about role-playing. Lecturers could apply role-playing to enhance their classrooms and engage more students. The role-playing activities are fewer applied to technology-related courses. This work shows the effectiveness of role-playing and offers the guideline to implement role-playing in courses. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 27

Main heading: Students

Controlled terms: Computer aided instruction - E-learning - Electronic commerce - Electronics industry - Equivalence classes

Uncontrolled terms: Class participations - Digital technologies - Experiential learning - Learning environments - Open-ended questions - Pedagogical approach - Problem solving skills - Undergraduate students

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. Digital transformation research of Taiwan's traditional manufacturing industry based on the ecosystem perspectives

Accession number: 20212010349385

Authors: Jih, Chia-Yu (1); Hung, Wei-Hsi (1)

Author affiliation: (1) National Chengchi University, Taiwan

Corresponding author: Jih, Chia-Yu(107356503@nccu.edu.tw)

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

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Volume: 2020-December

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Issue date: 2020

Publication year: 2020

Pages: 63-70

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Taiwan's traditional manufacturing has great impact for the economic take-off, and is an important force for stabilizing the domestic social economy and livelihood. However, with the rapid development of liberalization and globalization, high-tech industries have emerging and replaced it. With recent domestic and international economic situations such as the US-China trade war, the low-price competition from emerging countries and the continued spread of the COVID-19 epidemic have made the traditional export-oriented manufacturing industry face more severe challenges. On the other hand, Taiwan's traditional manufacturing industry uses industrial clusters as the main operating mode, but emerging technology has brought disruptive innovations. So, many businesses look to develop new business models based on data. Due to cluster mode, this has driven many cross-industry and cross-field innovation ecosystems in Taiwan traditional manufacturing market and cascading to global industrial chains. The objective of this paper is to find out the paths for the digital transformation of Taiwan's traditional manufacturing industry. This study will use Jacobides, Cennamo, and Gawer's "Towards a theory of ecosystems" as the analysis framework to investigate the specific innovation or new value proposition of traditional manufacturers in Taiwan, as well as identify possible complementary support group relations and proposed a transition mode and from concept to enterprise management implications practice. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 22

Main heading: Electronics industry

Controlled terms: Competition - Ecosystems - Electronic commerce - Industrial research - International trade - Manufacture

Uncontrolled terms: Analysis frameworks - Digital transformation - Disruptive innovations - Emerging technologies - Enterprise management - International economics - Manufacturing industries - Traditional manufacturing

Classification code: 454.3 Ecology and Ecosystems

Ecology and Ecosystems

- 537.1 Heat Treatment Processes

Heat Treatment Processes

- 723.5 Computer Applications

Computer Applications

- 901.3 Engineering Research

Engineering Research

- 911.2 Industrial Economics

Industrial Economics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

6. Impacts of competitive uncertainty on supply chain competence and big data analytics utilization: An information processing view

Accession number: 20212010349368

Authors: Weng, Wei-Hsiu (1)

Author affiliation: (1) National Chengchi University, Taiwan

Corresponding author: Weng, Wei-Hsiu(wengvictor@gmail.com)

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

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

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Publication year: 2020

Pages: 181-190

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Research advancements in big data analytics have invoked tremendous attention from both academics and industries. Many researchers refer that the adoption and application of big data analytics could lead to performance impact to organizations, and therefore further affect organizational adoption intention of this technology. However, few studies discuss the association between business strategy and big data analytics adoption under uncertainty such as pandemics or disasters. Furthermore, the role of firms' functional activities such as supply chain operations has seldom been addressed in the adoption considerations of big data analytics under abnormal situations. In this research, empirical data from enterprises were collected and analyzed to assess the impact of competitive strategy uncertainty on big data analytics adoption and the possible effect of supply chain competence in the linkage. The results supported positive effects of strategy practices and supply chain competence on big data analytics utilization. The implications for management decisions are then elaborated. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 74

Main heading: Advanced Analytics

Controlled terms: Big data - Data Analytics - Electronic commerce - Electronics industry - Supply chains - Uncertainty analysis

Uncontrolled terms: Business strategy - Competitive strategy - Empirical data - Functional activities - Management decisions - Organizational adoptions - Performance impact - Supply chain operation

Classification code: 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 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

- 922.1 Probability Theory

Probability Theory

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

7. Research on the influence of Pinduoduo Group-buying mode on consumers' impulse buying

Accession number: 20212010349396

Authors: Cai, Jiali (1); Li, Xiaolin (1); Li, You (1); Song, Sujuan (1)

Author affiliation: (1) Sichuan Agricultural University, China

Corresponding author: Li, Xiaolin(57929606@qq.com)

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

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

Volume: 2020-December

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Issue date: 2020

Publication year: 2020

Pages: 414-423

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Social commerce, with its unique social attributes, has promoted the group-buying mode to become an important marketing tool. Based on the stimulus-organism-response (S-O-R) paradigm, this study constructs a research model of the impact of the social e-commerce platform Pinduoduo group-buying mode on impulse buying, and uses structural equation model (SEM) for empirical analysis. The research results show that under the group-buying mode: perceived price fairness and reciprocity have significant positive influence on satisfaction; source credibility and similarity have positive effects on trust. Trust is positively correlated with satisfaction. Trust significantly affects impulsive buying impulse, but satisfaction has no significant impact on impulsive buying impulse. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 34

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Empirical analysis - Marketing tools - Research models - Research results - Social attributes - Social commerces - Source credibilities - Structural equation modeling

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

8. Research on upgrading and building of public technology service platform for SMES in Jiangsu Province under the background of "Internet +"

Accession number: 20212010349386

Authors: Yao, Li (1); Ge, Fujiang (2)

Author affiliation: (1) Nanjing Institute of Technology, Nanjing, China; (2) Nanjing Vocational College of Information Technology, Nanjing, China

Corresponding author: Yao, Li(yaoli@njit.edu.cn)

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

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

Volume: 2020-December

Part number: 1 of 1

Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

Issue date: 2020

Publication year: 2020

Pages: 365-374

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: With the full popularization and rapid development of Internet technology, Jiangsu small and medium-sized enterprises are facing great opportunities and challenges. The public technical service platform for small and medium enterprises can effectively respond to the needs of small and medium-sized enterprises and strive for necessary government resources when conducting corporate guidance. At the same time, for government agencies, relying on the platform's appeal and social relations is conducive to the effective publicity and promotion of government policies, so upgrading the public technology service platform for SMEs is the key to connect the government and enterprises. This paper breaks through the description of traditional technology service platform confined to geographic space, extends the technology service function to the Internet area, and introduces the "Internet +" concept and platform agglomeration theory to the upgrading and construction of public technology service platform of Jiangsu small and medium-sized enterprises. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 14

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Government agencies - Internet technology - Jiangsu province - Public technologies - Small and medium enterprise - Small and medium sized enterprise - Technical service - Technology service

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: 2017SJB0402, Acronym: -, Sponsor: Jiangsu Provincial Department of Education;

Funding text: This work was financially supported by research project of Jiangsu Provincial Department of Education University Philosophy and social science 2017: Research on the upgrading of public technology service platform for small and medium-sized enterprises in Jiangsu Province under the background of "Internet +" era (2017SJB0402), China.

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

9. The impact of employment discrimination on job search performance

Accession number: 20212010349401

Authors: Liu, Xintong (1); Jia, Qiong (1); Li, Longhui (1)

Author affiliation: (1) Hohai University, China

Corresponding author: Jia, Qiong(jiaqionghit@163.com)

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

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Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: This study is to explore the impact of perceived employment discrimination on job search performance. Based on the trait activation theory, this article proposes that people's perceived employment discrimination when searching jobs online has a direct effect on job search performance, moderated by self-efficacy of job applicants. A total of 97 valid questionnaires were collected in this study. Through data analysis, we have concluded that the perceived impact of employment discrimination on job search performance is significantly negatively correlated, and job applicants' self-efficacy is not significant. Such results have implications for the human resource managers and job applicants to adopt positive attitudes to deal with the possible facing discrimination generated during searching a job in the internet era. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 19

Main heading: Electronics industry

Controlled terms: Electronic commerce - Employment - Surveys

Uncontrolled terms: Employment discrimination - Job applicant - Job search - Positive attitude - Resource managers - Self efficacy

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

10. How do price promotion and donation promotion affect consumers' impulsive buying behavior?: Based on face awareness and regulatory focus to the interaction of promotion patterns

Accession number: 20212010349378

Authors: Song, Sujuan (1); Peng, Wei (1)

Author affiliation: (1) School of Business, Sichuan Agricultural University, Chengdu, China

Corresponding author: Song, Sujuan(songsujuan9695@163.com)

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Language: English

ISSN: 16830040

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: This study aims to investigate the impact of price promotion and donation promotion on consumers' impulsive buying behavior, and analyze the interaction effect of face awareness and regulatory focus in the above effects by using the situational simulation and questionnaire methods. According to the results, the price promotion can stimulate consumers to produce impulsive buying behavior more than donation promotion. Through the two-factor analysis of variance to test the interaction effect, it is concluded that in the situation of price promotion, there is no significant difference between the likelihood of impulsive buying behavior between high face awareness consumers and low face awareness consumers; However, in the situation of donation promotion, high face awareness consumers are more likely to produce impulsive buying behavior than low face awareness consumers; And whether in the situation of price promotion, or in the situation of donation promotion, prevention focus consumers are more likely to produce impulsive buying behavior than promotion focus consumers. The conclusions of this study are of reference significance for revealing the factors that affect consumers' impulsive buying behavior and helping companies to formulate promotional strategies. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 33

Main heading: Consumer behavior

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Buying behavior - Interaction effect - Price promotions - Regulatory focus - Situational simulation

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

11. Research on design method of intelligent furniture

Accession number: 20212010349392

Authors: Wang, Jie (1); Lu, Chang (2)

Author affiliation: (1) Nanjing Institute of Technology, Nanjing, China; (2) University of Pécs, Pécs, Hungary

Corresponding author: Wang, Jie(34244119@qq.com)

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

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Pages: 302-312

Language: English

ISSN: 16830040

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: At present, the development of intelligent furniture has started, and intelligent technology has been initially combined with furniture products, therefore, some convenient and interesting intelligent furniture products have appeared on the market. Intelligent furniture provides more possibilities for modern life, and offers good interactive experience to users. The emergence of intelligent furniture can be called a major reform in the history of furniture since it has not only realized the diversification of furniture and provided higher scientific and technological content regarding furniture, but also injected fresh blood into people's home and living environment as well as made great changes in people's lifestyle. However, since it is still in its infancy, and there is a lack of systematic theoretical research and guidance, design ideas and technical content, therefore, through the analysis of the concept, composition, development issues and design principles of intelligent furniture, this paper puts forward and take effective measures to guide the design practice, which is conducive to the further development and design of intelligent furniture. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 17

Main heading: Electronics industry

Controlled terms: Electronic commerce - User experience

Uncontrolled terms: Design method - Design practice - Design Principles - Effective measures - Intelligent technology - Living environment - Technical content - Theoretical research

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: 2020SJA0450, Acronym: -, Sponsor: Philosophy and Social Science Foundation of Hunan Province; Number: CACD202013, Acronym: NJIT, Sponsor: Nanjing Institute of Technology; Number: YKJ201990, Acronym: NJIT, Sponsor: Nanjing Institute of Technology;

Funding text: This work is partially supported by grant YKJ201990 of Talent Introduction Scientific Research Start-up Fund of Nanjing Institute of Technology, China. And it is also partially supported by 2020SJA0450 of Philosophy and Social Science Research in Colleges and Universities of Jiangsu Province, China. And it is also partially supported by CACD202013 of Cultural, Artistic and Creative Design and Research Institute Fund of Nanjing Institute of Technology, China.

Compendex references: YES

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

12. Impact of corporate social responsibility on consumers' purchase behavior in the E-commerce environment

Accession number: 20212010349393

Authors: Xiaolin, Li (1); Dunhu, Huang (1); Mengqian, Guo (1)

Author affiliation: (1) Sichuan Agricultural University, China

Corresponding author: Dunhu, Huang(1287301356@qq.com)

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

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Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The development of the Internet has promoted the prosperity of e-commerce, and has a great impact on today's consumers' consumption concepts. For e-commerce platform, this is not only an opportunity, but also a challenge. If we gain advantages in the fierce competition environment, it will become the leader in the e-commerce environment. Corporate social responsibility has a significant impact on the operation and development of enterprises. With the increasing attention of society to corporate social responsibility, social responsibility is gradually becoming an important factor in determining the value of enterprises, which is also the case for e-commerce platforms. In order to provide a new way for the development of e-commerce platform, this paper analyzes the impact of corporate social responsibility on consumer purchasing behavior, and discusses the significance of corporate social responsibility on e-commerce platform. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 15

Main heading: Economic and social effects

Controlled terms: Consumer behavior - Electronic commerce - Electronics industry - Purchasing

Uncontrolled terms: Competition environments - Consumer purchasing behaviors - Corporate social responsibilities (CSR) - Social responsibilities

Classification code: 723.5 Computer Applications

Computer Applications

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

13. Personalized music recommendation based on style type

Accession number: 20212010349371

Authors: Li, Yixi (1); Liu, Mandie (1); He, Fu (2); Li, Liangqiang (3)

Author affiliation: (1) Sichuan University, China; (2) University of Electronic Science and Technology of China, China; (3) Sichuan Agricultural University, Chengdu, China

Corresponding author: Li, Liangqiang(lilq@sicau.edu.cn)

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

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Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: As Internet industry constantly develops and the computer penetration rate continues to grow, the number of online music platforms and music users has been able to increase year by year. With that comes more music choices, information overload has become a very prominent problem. Therefore, how to make users choose their favorite music more conveniently is one of the most challenging problems faced by online music recommendation systems. This paper bases on the existing recommendation system research and uses the collaborative filtering algorithm, proposes a music recommendation method from three perspectives: user attributes, music types and time migration. It is found that the online music recommendation from these three perspectives has a good effect, which can provide a reference for the construction of the current online music recommendation system and is also helpful to platform management practice. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 30

Main heading: Recommender systems

Controlled terms: Collaborative filtering - Electronic commerce - Electronics industry - Online systems

Uncontrolled terms: Collaborative filtering algorithms - Computer penetration rate - Existing recommendation systems - Information overloads - Internet industries - Music recommendation - Online music - Platform management

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

14. Research on Users' perceived beliefs from the perspective of review components

Accession number: 20212010349395

Authors: Jia, Qiong (1); Jiao, Huizhou (1); Li, Yuxuan (1)

Author affiliation: (1) Hohai University, Nanjing, China

Corresponding author: Jia, Qiong(jiaqionghit@163.comemail864277136@qq.com)Jiao, Huizhou(864277136@qq.com)

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Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: In the Internet era, how the review system brings user good experiences and influences users' perceived beliefs has become an important issue. Based on word-of-mouth and user perception theory, this article builds the model between four characteristics of the review components (integrity, intelligent extraction, operability and social interaction) and four types of users' perceived beliefs (perceived usefulness, reliability, convenience and pleasure). Also, this study makes analysis of 101 questionnaires, which shows that integrity, intelligent extraction has a positive influence on perceived usefulness; intelligent extraction and operability have a positive influence on perceived convenience; operability and social interaction have a positive influence on perceived pleasure; and social interaction has a positive influence on perceived reliability. According to these research results, user awareness and the performance of review components can be improved through measures to meet users' demand in practice. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 24

Main heading: User experience

Controlled terms: Electronic commerce - Electronics industry - Extraction - Reliability analysis - Reliability theory - Surveys

Uncontrolled terms: Perceived usefulness - Research results - Review systems - Social interactions - User perceptions - Word of mouth

Classification code: 723.5 Computer Applications

Computer Applications

- 802.3 Chemical Operations

Chemical Operations

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

15. Research on the regional cooperative innovation in Guangdong-Hong Kong-Macau Greater Bay Area

Accession number: 20212010349398

Authors: Qiu, Haiyun (1); Jiang, Jin'e (2); Li, Wanying (2); Hao, Yichang (2)

Author affiliation: (1) College of Management, Shenzhen University, China; (2) Greater Bay Area International Institute for Innovation, Shenzhen University, China

Corresponding author: Hao, Yichang(790420568@qq.com)

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Regional collaborative innovation is an important issue in the development of Guangdong-Hong Kong-Macao Greater Bay Area. It promotes the exchange of science and technology resources among cities and regions, and realizes the coordinated development of science and technology in the Great Bay Area. This study examines

the collaborative development in the Great Bay Area from the perspective of regional collaborative innovation. The development of regional collaborative innovation is mainly composed of four elements: finance, science and technology, transportation and education. In the case of Shenzhen-Hong Kong Youth DreamWorks in the Qianhai Shenzhen-Hong Kong Cooperation Zone, this study obtains the residents' views on the collaborative development of science and technology innovation, as well as the evaluation of the performance of the four major elements by questionnaire survey. This study will provide suggestions for the Greater Bay Area to further strengthen collaborative innovation and deepen mutual cooperation in the future development. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 10

Main heading: Electronics industry

Controlled terms: Electronic commerce - Engineering education - Petroleum reservoir evaluation - Surveys

Uncontrolled terms: Collaborative development - Collaborative innovation - Development of science and technologies - Hong-kong - Major elements - Questionnaire surveys - Regional collaborative - Science and Technology

Classification code: 512.1.2 Petroleum Deposits : Development Operations

Petroleum Deposits : Development Operations

- 723.5 Computer Applications

Computer Applications

- 901.2 Education

Education

Funding Details: Number: 2019A101002075, Acronym: -, Sponsor: Science and Technology Planning Project of Guangdong Province; Number: 2019JKCY010, Acronym: -, Sponsor: Guangdong Innovative and Entrepreneurial Research Team Program;

Funding text: This work is partially supported by 2019 Guangdong Soft Science Project (2019A101002075), Guangdong Education Science Plan 2019 University Employment and Entrepreneurship Research Project (2019JKCY010).

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

16. Research on user resistance behavior in the post-implementation stage of a hospital information system

Accession number: 20212010349373

Authors: Fu, Peilei (1); Fu, Hongjiao (2); Zhou, Liang (3); Zhao, Ying (3)

Author affiliation: (1) Foreign Trade and Business College, Chongqing Normal University, Chongqing, China; (2) School of Information, Renmin University of China, Beijing, China; (3) School of Public Administration, Sichuan University, Chengdu, China

Corresponding author: Zhou, Liang(zhouliang_bnu@163.com)

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Pages: 435-446

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Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The development of informatization brings great opportunities for the construction of informatization in hospitals. Hospitals are increasingly dependent on information systems. However, in the process of implementing the hospital information system, user resistance has become an important factor hindering the successful implementation

of the system. The existing researches on the causes of user resistance mostly stay in the pre-implementation stage before the introduction of the system. However, the pre-implementation stage does not involve the resistance caused by users' real contact with the system, so the research conclusions are limited. Based on the existing three-factor resistance theory, choosing the resistance in the post-implementation stage of a hospital information system as case study object, starting from the three theoretical perspectives, this paper makes a comprehensive analysis of the reasons for the resistance behavior in the post-implementation stage of the information system, and puts forward that the reasons for the resistance behavior are caused by user motivation, system development technology, network infrastructure, organizational support, organizational management, and other comprehensive caused by multiple factors. Through this study, the conclusions of the existing information system resistance factors research field are further expanded and improved, making the conclusions more comprehensive and specific. This paper not only provides theoretical reference for researchers in related fields, but also provides substantive suggestions for the smooth implementation of information system in hospitals, promotes the transformation of hospital informatization, and improves the level of medical service and social health. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 20

Main heading: Medical information systems

Controlled terms: Behavioral research - Electronic commerce - Electronics industry - Hospitals - Information management - Information use

Uncontrolled terms: Comprehensive analysis - Hospital information systems - Network infrastructure - Organizational management - Organizational support - Post-implementation - Resistance behaviors - System development

Classification code: 462.2 Hospitals, Equipment and Supplies

Hospitals, Equipment and Supplies

- 723.5 Computer Applications

Computer Applications

- 903 Information Science

Information Science

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

17. Research on mode and risk prevention of agricultural supply chain finance based on E-commerce

Accession number: 20212010349375

Authors: Zheng, Qiming (1); Zheng, Mingxuan (2); Dou, Yaqin (3)

Author affiliation: (1) Nanjing Polytechnic Institute, Nanjing, China; (2) Northeast Forestry University, Harbin, China; (3) Nanjing Institute of Technology, Nanjing, China

Corresponding author: Dou, Yaqin(douyq@njit.edu.cn)

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Conference date: December 5, 2020 - December 8, 2020

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Publisher: International Consortium for Electronic Business

Abstract: The rapid development of e-commerce has a profound impact on agricultural supply chain finance (ASCF), which is of great significance to enhance the resilience of agricultural economic development, realize the poverty alleviation effect of agricultural enterprises, integrate agricultural supply chain resources and solve the financing difficulties of agricultural enterprises. We analyze the participants and functions of the ASCF mode based on e-commerce, and the contract framework of various participants when they operate in the ASCF platform in this paper. Based on the agricultural industry chain, we analyze the operation process of accounts receivable financing mode, inventory financing mode and prepayment financing mode based on E-commerce. Finally, in view of the natural risks, credit risks, logistics risks, technical risks and legal risks that may exist in ASCF based on e-commerce, the corresponding countermeasures are put forward from the aspects of dispersing natural risks, building digital credit risk assessment system, building agricultural logistics network system, improving technical risk monitoring system, and improving relevant laws and regulations policy recommendations. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 22

Main heading: Risk assessment

Controlled terms: Agricultural robots - Agriculture - Electronic commerce - Electronics industry - Finance - Laws and legislation - Supply chains

Uncontrolled terms: Accounts receivables - Agricultural enterprise - Agricultural industries - Agricultural supply chains - Credit risk assessment - Inventory financings - Laws and regulations - Policy recommendations

Classification code: 723.5 Computer Applications

Computer Applications

- 821 Agricultural Equipment and Methods; Vegetation and Pest Control

Agricultural Equipment and Methods; Vegetation and Pest Control

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

- 971 Social Sciences

Social Sciences

Funding Details: Number: 19SCB-015, Acronym: MOSF, Sponsor: Ministry of Strategy and Finance; Number: CKJA202004, Acronym: NJIT, Sponsor: Nanjing Institute of Technology;

Funding text: This work was financially supported by major projects of innovation fund of Nanjing Institute of Technology 2020: Research on innovation and promotion path of credit agglomeration mode of Jiangsu agricultural supply chain finance under the background of new infrastructure construction (CKJA202004), China; finance development special fund project of applied research fine engineering of social sciences of Jiangsu province 2019: Research on the realization path of "going out" of private enterprises in Jiangsu province with digital supply chain finance precision service under the strategy of "one belt and one way" (19SCB-015), China.

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

18. Research on consumers' buying behavior in the context of "Helping farmers live": Based on the dual role of economic rationality and normative rationality

Accession number: 20212010349390

Authors: Li, Xiaolin (1); Guo, Mengqian (1); Huang, Dunhu (1)

Author affiliation: (1) Sichuan Agricultural University, China

Corresponding author: Guo, Mengqian(1766457224@qq.com)

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Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: As the digital economy has become an important driving force for a new round of global industrial change, live e-commerce has become a new outlet, and the "agriculture assisted live broadcasting" has emerged. This paper combs the existing literature and combines the characteristics of "agriculture assisted live broadcasting" to get a theoretical research model of consumers' purchasing behavior in the context of "assisted farmer direct broadcast". Using questionnaire survey method to collect data for empirical analysis, the research found that consumers' perceived risk negatively affects purchase intention; efficacy positively affects purchase intention; consumer purchase intention positively affects purchase behavior; consumer perceived value and social norms have no significant effect on purchase intention. Finally, this article makes suggestions for businesses and relevant departments of the live broadcast industry. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 24

Main heading: Consumer behavior

Controlled terms: Agricultural robots - Agriculture - Electronic commerce - Electronics industry - Purchasing - Risk assessment - Sales - Surveys

Uncontrolled terms: Broadcast industry - Consumer purchase - Economic rationality - Empirical analysis - Purchase intention - Purchasing behaviors - Questionnaire surveys - Theoretical research

Classification code: 723.5 Computer Applications

Computer Applications

- 821 Agricultural Equipment and Methods; Vegetation and Pest Control

Agricultural Equipment and Methods; Vegetation and Pest Control

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

- 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

19. Research on the bionic product design of smart home robots for the Urban Youth

Accession number: 20212010349380

Authors: Liu, Xin (1); Zhang, Wen (1); Zhou, Qiulu (2)

Author affiliation: (1) Institute of Art and Design, Nanjing Institute of Technology, Nanjing, China; (2) Nanjing Forestry University, Nanjing, China

Corresponding author: Liu, Xin(181008386@qq.com)

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Conference location: Virtual, Hong Kong, China

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Publisher: International Consortium for Electronic Business

Abstract: With the rapid development of science and technology, smart home robots have entered our lives. By analyzing the related concepts of smart home robots and bionic design, and studying the characteristics of the youth group, this paper puts forward the bionic design of smart home robots for the youth, and finally puts this design idea into practice from the aspects of product effect, product size and APP design etc. In this way, it is expected to provide ideas and methods for the design of smart home robots. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 14

Main heading: Product design

Controlled terms: Ambient intelligence - Automation - Bionics - Electronic commerce - Electronics industry - Machine design - Robots

Uncontrolled terms: Bionic design - Design ideas - Development of science and technologies - Product sizes - Smart homes - Urban youth - Youth groups

Classification code: 461.1 Biomedical Engineering

Biomedical Engineering

- 601 Mechanical Design

Mechanical Design

- 723.5 Computer Applications

Computer Applications

- 731 Automatic Control Principles and Applications

Automatic Control Principles and Applications

- 731.5 Robotics

Robotics

- 913.1 Production Engineering

Production Engineering

Funding Details: Number: CACD202014, Acronym: HRI, Sponsor: Horticultural Research Institute; Number: YKJ201991, Acronym: NJIT, Sponsor: Nanjing Institute of Technology;

Funding text: This work is sponsored by the Scientific Research Foundation for the High-level Personnel of Nanjing Institute of Technology (No. YKJ201991), and the Open Research Fund of NJIT Cultural and Artistic Creativity Design Institute (No.CACD202014).

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

20. Internet of things utilization in marketing for competitive advantage: An organizational capability perspective

Accession number: 20212010349379

Authors: Weng, Wei-Hsiu (1)

Author affiliation: (1) National Chengchi University, Taiwan

Corresponding author: Weng, Wei-Hsiu(wengvictor@gmail.com)

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Publisher: International Consortium for Electronic Business

Abstract: Innovative developments in the Internet of Things (IoT) have invoked tremendous attention from both academics and industries. Studies suggest that IoT not only serves as an innovative tool for enterprise operations

but also triggers impacts on business performance. As researchers increasingly raise interest about IoT and its applications in marketing and competitive strategy, this study examines its direct and indirect managerial effects by investigating the link between IoT, marketing, and competitive strategy performance. From the organizational capability perspective, this study constructed a research framework in which marketing intelligence capability mediates the effect of IoT capability on business strategy performance. This research conducted an empirical survey and analyzed the data to test the hypotheses in the research framework. The results confirmed the partial mediating effect of marketing intelligence capability in the link between IoT capability and business strategy performance. The paper then discussed the test results and elaborated on the managerial implications. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 74

Main heading: Internet of things

Controlled terms: Competition - Electronic commerce - Electronics industry - Managers - Marketing - Strategic planning

Uncontrolled terms: Business performance - Competitive advantage - Competitive strategy - Internet of thing (IOT) - Managerial implications - Marketing intelligences - Organizational capabilities - Research frameworks

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 911.4 Marketing

Marketing

- 912.2 Management

Management

- 912.4 Personnel

Personnel

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

21. Research on customer classification and service quality evaluation of online education platform

Accession number: 20212010349376

Authors: Li, Jinjing (1); Yang, Yongzhong (1); Doszhan, Baibokonov (2)

Author affiliation: (1) Sichuan University, China; (2) Sichuan University, Kazakhstan

Corresponding author: Yang, Yongzhong(yangyongzhong116@163.com)

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Abstract: At present, the online education platform is developing rapidly, and effectively identifying the personalized needs of consumers and improving the service experience of consumers is the key element for the online education platform to obtain competitive advantage. In this paper, RFM model is introduced to analyze the characteristics of eight kinds of customer consumption behavior in online education platform, which provides a new idea for consumer

segmentation of online education platform. In addition, the improved SERVQUAL scale is used to measure the service quality evaluation of online education platform, and the scores of each evaluation index are calculated by factor analysis and fuzzy evaluation method. Finally, the IPA evaluation model is constructed for different types of customers, in order to explore the personalized service needs of online education platform consumers, and to provide more accurate service marketing countermeasures for enterprises. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 14

Main heading: E-learning

Controlled terms: Competition - Consumer behavior - Electronic commerce - Electronics industry - Quality control - Quality of service - Sales

Uncontrolled terms: Competitive advantage - Customer classification - Evaluation modeling - Fuzzy evaluation method - Personalized service - Service experience - Service marketing - Service quality evaluation

Classification code: 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 913.3 Quality Assurance and Control

Quality Assurance and Control

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

Funding Details: Number: 18AGL024, Acronym: AIC, Sponsor: Innovative Research Group Project of the National Natural Science Foundation of China;

Funding text: This work is partially supported by grant 18AGL024 of the national Social Science Foundation's key project "Value Management Research of Cultural Creativity", China.

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

22. Research on design of intelligent cleaning robot for solar panel

Accession number: 20212010349409

Authors: Yan, Shengzan (1); Jian, Ye (1); Xu, Lijun (1)

Author affiliation: (1) Institute of Art and Design, Nanjing Institute of Technology, Nanjing, China

Corresponding author: Yan, Shengzan(j00000002993@njit.edu.cn)

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Publisher: International Consortium for Electronic Business

Abstract: Solar power generation has become one of the main sources of power resources, but solar power stations are mostly built in desert areas with large wind and sand, and solar panel arrays need to be cleaned frequently to ensure power generation efficiency. In order to effectively improve the cleaning efficiency of solar panels, reduce the labor intensity, and better meet the requirements of photovoltaic power station for power generation efficiency, based on an existing solar panel cleaning robot, an improved design method is adopted to solve the charging problems, wind overturning problems and transportation difficulties. The innovative design on structure and shape of solar panel cleaning robot products is done, and the 3D model is established by using 3D modeling software. The design ideas and structural principles of several different design schemes are described in detail, which provides reference for the upgrading of solar panel cleaning robot. The role of big data and artificial intelligence in design is analyzed, and that

will bring new development direction of intelligent cleaning robot for solar panel. Finally, the work is summarized and the research prospect is put forward. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 15

Main heading: Solar power plants

Controlled terms: 3D modeling - Artificial intelligence - Cleaning - Efficiency - Electronic commerce - Electronics industry - Intelligent robots - Machine design - Photovoltaic cells - Product design - Solar cell arrays - Solar power generation

Uncontrolled terms: Artificial intelligence in designs - Cleaning efficiency - Development directions - Innovative design - Photovoltaic power stations - Power generation efficiency - Solar panel arrays - Solar power station

Classification code: 601 Mechanical Design

Mechanical Design

- 615.2 Solar Power

Solar Power

- 702.3 Solar Cells

Solar Cells

- 723.4 Artificial Intelligence

Artificial Intelligence

- 723.5 Computer Applications

Computer Applications

- 731.6 Robot Applications

Robot Applications

- 802.3 Chemical Operations

Chemical Operations

- 913.1 Production Engineering

Production Engineering

Funding Details: Number: 2018SJZDA015, Acronym: -, Sponsor: Jilin Office of Philosophy and Social Science;

Number: 2019SJZDA118, Acronym: -, Sponsor: Jilin Office of Philosophy and Social Science; Number: TZ20190018, Acronym: NJIT, Sponsor: Nanjing Institute of Technology;

Funding text: This work is partially supported by grant 2018SJZDA015 and 2019SJZDA118 of the Major project of Philosophy and Social Science research in colleges and universities of Jiangsu Province, China. And it is also partially supported by the 2019 "Challenge Cup" competition support cultivation project "Research on design of innovative multi angle elderly care equipment and rescue system" (TZ20190018) of Nanjing Institute of Technology, China.

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

23. The continuous use intentions and antecedents of novice players in the social network online games

Accession number: 20212010349112

Authors: Hung, Wei-Hsi (1); Chuang, Kai-Ju (1, 2)

Author affiliation: (1) National Chengchi University, Taiwan; (2) Hsuan Chuang University, Taiwan

Corresponding author: Chuang, Kai-Ju(karen999k@gmail.com)

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Publisher: International Consortium for Electronic Business

Abstract: Social network online games (SNOGs) make players have a positive usage status (such as: entertainment, and enjoyment). Yet, it may also produce a negative usage status (such as: technostress). Users who are new to social network online games are termed novice gamers. Based on the theory of Technological-Personal-Environmental (TPE), this research proposes a framework to explain the adoption of social network online games from the novice players' perspective, and conducts qualitative in-depth interviews with them to define the key factors for the continuous usage intention on social network online games. This research plans to use online questionnaires and structural equation modeling (SEM) to verify models and hypotheses in order to obtain antecedents of the continuous usage intention for novice players in social network online games and related impact. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 23

Main heading: Social networking (online)

Controlled terms: Electronic assessment - Electronic commerce - Electronics industry - Surveys

Uncontrolled terms: In-depth interviews - On-line games - Online questionnaire - Research plans - Structural equation modeling - Technostress - Usage intention - Use intentions

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

24. Research on the operation of Changzhou distribution center of huitong express in the peak period of online shopping

Accession number: 20212010349406

Authors: Ge, Fujiang (1); Yao, Li (2); Gu, Xing (2)

Author affiliation: (1) Nanjing Vocational College of Information Technology, Nanjing, China; (2) Nanjing Institute of Technology, Nanjing, China

Corresponding author: Yao, Li(yaoli@njit.edu.cn)

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Abstract: With the rapid development of network technology and the improvement of payment tools, the advantages of online shopping have become increasingly prominent, and various online shopping festivals have rapidly emerged. During the peak period of online shopping and the peak season of express delivery business, the market needs don't often be met, and problems such as warehouse explosions, express delivery delays, and false receipts often occur. As an important transfer link of express logistics, Distribution Centers will affect the entire express logistics process once operational problems occur. This topic takes Huitong Express Changzhou Distribution Center as an example. By analyzing the current operating conditions of various departments of Huitong Express Changzhou Distribution Center and the problems that arise during the peak period of online shopping (taking "Double 11" as an example), we will further explore more efficient to achieve the maximum possible profit by reducing costs in order to achieve the maximum possible profit. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 15

Main heading: Electronic commerce

Controlled terms: Electronics industry - Profitability - Warehouses

Uncontrolled terms: Delivery delay - Distribution centers - Logistics process - Network technologies - Online shopping - Operating condition - Operational problems - Reducing costs

Classification code: 694.4 Storage

Storage

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

Funding Details: Number: -, Acronym: -, Sponsor: Jiangsu Provincial Department of Education; Number: 2017SJB0402, Acronym: -, Sponsor: Government of Jiangsu Province; Number: 2017SJB0673, Acronym: EASME, Sponsor: Executive Agency for Small and Medium-sized Enterprises;

Funding text: This work was financially supported by research project of Jiangsu Provincial Department of Education University Philosophy and social science 2017: Research on the upgrading of public technology service platform for small and medium-sized enterprises in Jiangsu Province under the background of "Internet +" era (2017SJB0402), China. Research on the Informatization Upgrade of Jiangsu Small and Medium-sized Service Enterprises under the Background of "Internet +" (2017SJB0673), China.

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

25. Constructing national identity education through online platform: A case study of discovery education for primary schools in UK

Accession number: 20212010349111

Authors: Shao, Erhui (1); Li, Honglei (2)

Author affiliation: (1) Chongqing Normal University, China; (2) Northumbria University, United Kingdom

Corresponding author: Li, Honglei(honglei.li@northumbria.ac.uk)

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Conference date: December 5, 2020 - December 8, 2020

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Publisher: International Consortium for Electronic Business

Abstract: Through content analysis of Discovery Education, we found that the content of national identity is abundantly embodied in the curriculum of primary schools in UK. As a widely used online platform in primary schools of UK, Discovery Education integrates the content of national identity education into the curriculum. The presentation meets the needs of primary school students for its psychological and behavioral characteristics and provides personalized learning opportunities through a variety of links. Such practice displays advantages of online education. Recommendations are offered to developing virtual learning community, data analysis of online teaching process and the construction of expression system of online national identity education. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 5

Main heading: E-learning

Controlled terms: Behavioral research - Binary alloys - Curricula - Electronic commerce - Electronics industry

Uncontrolled terms: Behavioral characteristics - Content analysis - Expression system - On-line education - Online platforms - Online teaching - Personalized learning - Virtual Learning Community

Classification code: 723.5 Computer Applications

Computer Applications

- 901.2 Education

Education

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

26. Developmental problems of current cross border e-commerce companies and countermeasures

Accession number: 20201408377780

Authors: Tseng, TzuShan (1)

Author affiliation: (1) Ming Chuan University, Taiwan

Corresponding author: Tseng, TzuShan(shan23tw@yahoo.com.tw)

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

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

Volume: 2019-December

Part number: 1 of 1

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Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 19th International Conference on Electronic Business, ICEB 2019

Conference date: December 8, 2019 - December 12, 2019

Conference location: Newcastle upon Tyne, United kingdom

Conference code: 158514

Sponsor: Newcastle Business School; SME

Publisher: International Consortium for Electronic Business

Abstract: The development of cross border e-commerce industry is one of important global trends. From eMarketer (2019), the global sales of e-commerce in 2018 was 2.5 trillion US dollars and will reach 7.5 trillion US dollars in 2020. In this number - 7.5 trillion US dollars, the cross border e-commerce consumers will occupy 44.6% of e-commerce. Due to the quick development, companies will encounter problems by the way. The research purposes of this paper was to discuss some problems and provide suggestions. During the time of industry-academic cooperation, observational survey was used as the research methodology. The research subjects were 5 Taiwanese cross border e-commerce companies which located in the vehicles components industry and fashion handbag industry. The companies might have over a 30-years-old history or might be a new company. The common factor of these 5 companies are they all use cross border e-commerce multiple platforms to sell their products around the world. The research results and suggestions of these 5 cross border e-commerce companies are the following. Firstly, the problem is business opportunities are difficult to catch recently and the amount of each order earned is becoming smaller. The suggestion for this problem is to suggest adapting multiple cross border e-commerce portals operations on budgets and "Software Key activities" for decision making. The second problem is the cost of cross border e-commerce logistic is high. The suggestion for this problem is to use Big Data Analysis and artificial intelligence (AI) technology to calculate exact oversea inventories. The third problem is lack of trust. The suggestion for this problem is localization strategy, to systematically recruit and train the talents who are familiar with the culture, products and markets. And it should use the third-party money transfer security services. © 2019 International Consortium for Electronic Business. All rights reserved.

Number of references: 13

Main heading: Electronic commerce

Controlled terms: Artificial intelligence - Budget control - Decision making - Electronics industry

Uncontrolled terms: Artificial intelligence technologies - Business opportunities - Cross-border - Localization - Multiple platforms - Research methodologies - Research subjects - Security services

Classification code: 723.4 Artificial Intelligence

Artificial Intelligence

- 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

Numerical data indexing: Age 3.00e+01yr, Percentage 4.46e+01%

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

27. E-commerce and fashion retail industry: An empirical investigation on the online retail sector in the Gulf Cooperation Council (GCC) countries

Accession number: 20212010349408

Authors: Rao, Prakash (1); Vihari, Nitin Simha (1); Jabeen, Shazi Shah (1)

Author affiliation: (1) BITS Pilani, Dubai Campus, United Arab Emirates

Corresponding author: Rao, Prakash(p20170001@dubai.bits-pilani.ac.in)

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Publisher: International Consortium for Electronic Business

Abstract: The aim of this study is to examine the digitalization factors affecting Ecommerce in the fashion retail industry and propose an expanded model for a behavioral intention to use the e-commerce shopping channel that incorporates the Theory of Reasoned Action(TRA) and its extensions of Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). A data of 872 respondents was collected, who were fashion retail customers in Gulf Cooperation Council Countries of United Arab Emirates (UAE), The Kingdom of Saudi Arabia (KSA), Oman, Kuwait, Bahrain and Qatar. Structural Equation Modeling using AMOS and Sequential Mediation Analysis using Process Macro were used to validate the proposed conceptual framework. Furthermore, a comprehensive demographic analysis was conducted using ANOVA at the respondent's country level. Findings include age and university education of the consumer did moderate the relationship between the study constructs, whereas gender, income level and work location did not moderate. Trust and perceived utility of e-commerce channels acts as sequential mediators between perceived ease of use, subjective norms and behavioral intention to use respectively. Future studies will need the behavior models to be extended to incorporate the fundamental changes in consumer behavior to the pandemic. This research builds on the existing studies on online shopping intentions by including a comprehensive model incorporating all the constructs affecting online shopping continuance. It is one of the few comprehensive studies in the GCC region which is the stronghold of Brick & Mortar (B&M) shopping. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 21

Main heading: Electronic commerce

Controlled terms: Consumer behavior - Electronics industry - Sales

Uncontrolled terms: Conceptual frameworks - Empirical investigation - Gulf Cooperation Council - Kingdom of Saudi Arabia - Structural equation modeling - Technology acceptance model - Theory of Planned Behavior - Theory of reasoned action

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. Role of social media in creating awareness during COVID-19 pandemic

Accession number: 20212010349410

Authors: Almotawa, Tahany (1); Aljabri, Duaa (1)

Author affiliation: (1) Imam Abdulrahman Bin Faisal University, Saudi Arabia

Corresponding author: Aljabri, Duaa(daljabri@iau.edu.sa)

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Language: English

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

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Publisher: International Consortium for Electronic Business

Abstract: Social media (SM) applications have played a critical role for the rapid dissemination of information during the COVID-19 pandemic. Limited insight is provided into the main reliable SM source for information and awareness about the pandemic. This study examines the role of SM applications in creating awareness during the pandemic in Saudi Arabia. The study used a quantitative approach and distributed an online questionnaire via SM platforms during October 2020 and received 343 valid responses from university students, healthcare professionals, and the public. Findings showed that despite the wide use of SM applications, the MOH website was the main source of information relied upon during the pandemic. Gender differences were found on the reliance of SM platforms for information. Developing SM policies and best-practice guidelines are necessary to better perceive SM applications as effective public health educational sources and awareness channels during crises. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 21

Main heading: Electronics industry

Controlled terms: Electronic assessment - Electronic commerce - Social networking (online)

Uncontrolled terms: Best practice guidelines - Gender differences - Health care professionals - Online questionnaire - Quantitative approach - Saudi Arabia - Social media - University students

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

29. Opportunity in pandemic: Understand how customers look at your banner ads

Accession number: 20212010349405

Authors: Mongkolnavin, Janjao (1); Rattanawicha, Pimmanee (1); Boonpatcharanon, Sawitree (1); Jongtavorntitaya, Chaiyasut (1)

Author affiliation: (1) Chulalongkorn University, Thailand

Corresponding author: Mongkolnavin, Janjao(janjao@cbs.chula.ac.th)

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Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The importance of e-business is constantly increasing and it becomes even more essential during the time of COVID-19 outbreak. Although internet vendors are less affected by the pandemic than others, they all have to be careful with their spending during this delicate time. Effective spending on digital marketing undoubtedly can increase customers and profits of the business. The objective of this study is to examine how people look at banner ads displayed on a web page in four different positions (top, bottom, left, and right). The study used an eye-tracking tool, Mirametrix S2 Eye Tracker, to collect eye gaze data from 320 volunteer participants. The collected data were used to calculate (1) banner ads' time to first fixation, (2) banner ads' first fixation duration, (3) banner ads' total fixation duration, and (4) banner ads' fixation count of each participant. Statistical analyses on the data indicate that the banner ads' positions have a significant impact on banner ads' time to first fixation. This result can be beneficial to internet vendors in deciding on where to place banner ads to attract the most attention from their potential customers. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 12

Main heading: Electronics industry

Controlled terms: Electronic commerce - Eye tracking - Sales - Websites

Uncontrolled terms: Digital marketing - eBusiness - Eye trackers - Eye-gaze - Fixation duration - Potential customers

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: -, Acronym: CU, Sponsor: Chulalongkorn University; Number: -, Acronym: CU, Sponsor: Chulalongkorn University;

Funding text: The authors acknowledge "Chulalongkorn Academic Advancement into Its 2nd Century Project (CUAASC)" for financial support and the Business Visualization Research Group, Chulalongkorn Business School, Chulalongkorn University for the Mirametrix S2 Eye-tracker used in this study.

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

30. Successful features of crowdfunding campaigns: An analysis of requests for Coronavirus food relief

Accession number: 20212010349387

Authors: Zhao, Nan (1); Yuan, Zhengqing (1); Zou, Jiajie (1); Chiu, Candy Lim (1); Ho, Han-Chiang (1); Mansumittrchai, Somkiat (1)

Author affiliation: (1) Wenzhou-Kean University, China

Corresponding author: Zhao, Nan(zhaona@kean.edu)

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Conference location: Virtual, Hong Kong, China

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Publisher: International Consortium for Electronic Business

Abstract: Crowdfunding is an emerging industry in the past decades, which proliferates and has attracted an enormous population from the public to be involved in various funding projects in multiple fields such as business entrepreneurship, healthcare, and fintech. Meanwhile, charitable crowdfunding platforms such as GoFundMe, Indiegogo, and Kickstarter have allowed internet users to provide help and donation to the fundraisers directly. As the year 2020 is surrounded by the COVID-19 global pandemic spreading out the world, the topic of coronavirus relief has surged. Thus, it is worthy of evaluating the crowdfunding campaign's effectiveness during the coronavirus context by making a connection between fundraising activities and coronavirus relief. This paper aims to investigate the effects of various factors affecting a donation-based crowdfunding campaign for coronavirus relief of food donation in the United States and determine the significant factors affecting the campaign's success rate. To achieve this research purpose, secondary data were extensively collected from the crowdfunding platform GoFundMe for regression analysis. The sample data was derived from crowdfunding campaigns launched from March 1st, 2020, to May 31st, 2020. During this period, the United States was severely affected by the COVID-19 pandemic with an exponentially surged number of confirmed cases. This paper derives the independent variables that have been examined from previous studies and further applies in the coronavirus context to identify whether these factors are significant influencers to the success of crowdfunding campaigns for coronavirus relief of food donation. The factors being examined include target funding amount, the existence of spelling mistakes, the presence of pictures, video, social network sites, project updates, comments between fundraisers and backers, and links to external websites. That the significant factors contributing to a successful funding project are similar, as identified in previous reward-based and equity crowdfunding studies. On the other hand, several independent variables' effectiveness varied between the normal scenario and the coronavirus context, as such variables demonstrate a much compelling role to attract donors for the coronavirus relief activations. The analysis is valuable and worthy of different viewpoints. First, understanding the donor's motivation and the success features of funding projects is valuable for fundraisers to have a strategic mindset for decision-making criteria when initiating funding projects to attract more donors and the amount of money. Second, because of the lack of literature focusing on examining the success features for donation-based crowdfunding campaigns, this study fills the gap and further focus on the crowdfunding activations in the context of coronavirus food relief in the US. Therefore, this study provides significant insight to understand the dynamics of the donation-based crowdfunding campaign and provides a recommendation to develop coronavirus relief more efficiently. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 24

Main heading: Crowdsourcing

Controlled terms: Chemical activation - Decision making - Electronic commerce - Electronics industry - Finance

Uncontrolled terms: Coronaviruses - Decision making criteria - Independent variables - Internet users - Research purpose - Sample data - Secondary datum - Social Network Sites

Classification code: 723.5 Computer Applications

Computer Applications

- 804 Chemical Products Generally

Chemical Products Generally

- 912.2 Management

Management

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

31. Projecting the community pharmacy into home health care: An IS perspective

Accession number: 20212010349367

Authors: Ângelo, Alexandra (1); Barata, João (2); Santos, Ana Paula Melo (3)

Author affiliation: (1) Miguel Torga Institute, Portugal; (2) University of Coimbra, Centre for Informatics and Systems, The University of Coimbra, Department of Informatics Engineering, Portugal; (3) Farmácia Dona Maria, Portugal

Corresponding author: Ângelo, Alexandra(alexandraangelo@ismt.pt)

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Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Community pharmacies deliver accessible and personalized health care to populations worldwide. Provision of medicine therapy is central to this business but the continuous interactions with clients in their homes is problematic. This paper models an ecosystem of wellness for community pharmacies and presents five generations of smart pharmaceutical care systems (SPCS) for home interventions. Our project follows the design science research paradigm and is supported in a literature review of 31 recent information systems papers. Two key challenges of Health 5.0 are addressed: digital medication management and sustainable medicine use. SPCS reveal potential to change the business model of community pharmacies. However, spanning the pharmacy boundaries with digital technologies requires (1) socio-technical strategies to differentiate their offer, (2) technologies tailored to the needs of each client, (3) collective intelligence production in medicine supply chains, and (4) humanized telecare. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 52

Main heading: Home health care

Controlled terms: Electronic commerce - Electronics industry - Medicine - Supply chains

Uncontrolled terms: Collective intelligences - Continuous interactions - Design-science researches - Digital technologies - Literature reviews - Medication management - Personalized healthcare - Pharmaceutical cares

Classification code: 461.6 Medicine and Pharmacology

Medicine and Pharmacology

- 461.7 Health Care

Health Care

- 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

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Acronym: SCS, Sponsor: State Committee of Science;

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Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

32. Calm my headspace: Motivations and barriers for adoption and usage of meditation apps during times of crisis

Accession number: 20212010349370

Authors: Kellen, MacKenzie (1); Saxena, Deepak (2)

Author affiliation: (1) Trinity College Dublin, Ireland; (2) Trinity College Dublin, Ireland and Birla Institute of Technology and Science, Pilani, India

Corresponding author: Saxena, Deepak(saxenad@tcd.ie)

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Publisher: International Consortium for Electronic Business

Abstract: Meditation applications for smartphones have been steadily growing in popularity. During the current Coronavirus pandemic, usership of various meditation apps has grown to reach record levels. This study explores the motivations for and barriers to adoption and usage of meditation apps during times of crisis. The study is based on qualitative, semi-structured interviews conducted with seventeen participants. The interviews were audio recorded, transcribed verbatim, and coded using the NVivo software. Inductive thematic analysis identifies five themes: job-related factors, changing lifestyles, psychological conditions and worries, perceived outcomes, and price. All themes except for pricing were found to be motivators for use, while price was deemed a barrier to use. The themes align with the constructs from the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and the Diffusion of Innovation (DOI) Theory, providing some useful guidance to meditation app providers. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 30

Main heading: Electronics industry

Controlled terms: Electronic commerce - Motivation

Uncontrolled terms: Barriers for adoptions - Barriers to adoption - Diffusion of innovations - Related factors - Semi structured interviews - Technology acceptance model - The unified theory of acceptance and use of technology(UTAUT) - Thematic analysis

Classification code: 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

33. Improvement of market economy management measures for innovative enterprises under block chain technology

Accession number: 20212010349365

Authors: Guan, Xiuming (1); Zhang, Rongyu (2)

Author affiliation: (1) Business School, Macau University of Science and Technology, China; (2) Nanyang Technological University, China

Corresponding author: Zhang, Rongyu(rzhang022@e.ntu.edu.sg)

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Publisher: International Consortium for Electronic Business

Abstract: In order to solve the financing difficulties of innovative Small and Medium Enterprise (SMEs) in the financial and economic field, this research proposes a market economy management measure for innovative enterprises, namely the enterprise credit information sharing model based on block chain technology. Firstly, the problems existing in the sharing model based on block chain technology are analyzed, and the basic model framework of block chain is adopted to improve the sharing model. Secondly, according to the improved Practical Byzantine Fault Tolerance (PBFT) consensus mechanism, the simulation experiment design of the credit information sharing model of enterprise market economy management measures is carried out. Finally, the improved sharing model proposed in this research is evaluated in terms of fault tolerance and throughput. The results show that the improved market economy management measures based on block chain technology in this research can meet certain fault tolerance rate, and the throughput is relatively stable. To some extent, it can meet the needs of credit information trading and sharing, and solve the difficulties of enterprise information sharing and low efficiency of data exchange. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 22

Main heading: Information dissemination

Controlled terms: Blockchain - Electronic commerce - Electronic data interchange - Electronics industry - Fault tolerance - Information analysis

Uncontrolled terms: Byzantine fault tolerance - Enterprise market - Experiment design - Information sharing - Information-sharing model - Innovative enterprise - Management measures - Small and medium enterprise

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

- 903.2 Information Dissemination

Information Dissemination

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

34. Citizens' adoption of digital technologies during COVID-19

Accession number: 20212010349402

Authors: Alshammari, Thamer (1, 2); Messom, Chris (1); Cheung, Yen (1)

Author affiliation: (1) Monash University, Australia; (2) Saudi Electronic University, Saudi Arabia

Corresponding author: Alshammari, Thamer(Thamer.Alshammari@monash.edu)

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Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The spread of Coronavirus disease 2019 (COVID-19) has affected both governments and businesses worldwide. Besides lives loss and disease, COVID-19 causes reduction in economic growth and increase in the unemployment rate, companies' bankruptcy, and the workload of healthcare. Governments and businesses have relied heavily on the digital technologies to eliminate or at least reduce the spread and effect of COVID-19. Therefore, individuals (as citizens requiring government services, employees working in either public or private sectors, or costumers having goods or services) were only able to accomplish their tasks through digital technologies. COVID-19 effect has implications on many research fields, including information systems. Prior studies that investigated the adoption of digital technologies have focused on technological, personal, and/or institutional factors. This work-in-progress paper attempts to explore the digital technologies adoption through the lens of COVID-19. This research uses the grounded theory. This work-in-progress paper presents research methodology and expected contributions. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 31

Main heading: Electronics industry

Controlled terms: Electronic commerce - Service industry

Uncontrolled terms: Digital technologies - Economic growths - Government services - Institutional factors - Research methodologies - Through the lens - Unemployment rates - Work in progress

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

35. Guidance in the network jungle - A typology of inter-company innovation networks

Accession number: 20212010349400

Authors: Trenkle, Johannes (1); Beichert, Carl-Philipp (1)

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Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Inter-organizational networks are recognized as a collaborative means of enabling small and medium-sized enterprises to compete and innovate in a dynamic environment. Previous studies have analyzed network types and their characteristics, yet there is no empirically grounded network typology combining and integrating these lone-standing attributes from either an academic or a practitioner-oriented point of view. By applying an explorative, sequential, mixed methodology approach, we provide the first typology of innovation networks based on both previous theories and newly generated empirical data. We conduct a directed content analysis to compile a comprehensive data set and apply a hierarchical, agglomerative clustering approach using the Ward linking method. We contribute to existing academic network research by providing the first compelling, generic typology of inter-organizational innovation networks and thereby offer guidance to practitioners and policy makers in the jungle of word creations around innovation networks. We identify and describe 11 types of formal inter-organizational innovation networks: Avid Persuaders, Value Chain Drivers, Collective Facilitators, Niche Specialists, Lateral Thinkers, Transnational Opportunity Seekers, Financially Resilient Connectors, Local Trend Sponsors, Regional Activists, Associated Industry Supporters, and Dynamic Research Groups. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 30

Main heading: Electronics industry

Controlled terms: Electronic commerce - Hierarchical clustering

Uncontrolled terms: Agglomerative clustering - Dynamic environments - Dynamic researches - Inter-organizational - Inter-organizational network - Methodology approaches - Small and medium sized enterprise - Typology of innovation

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

36. Exploration of innovation and entrepreneurship education path for college students: A case study in the Guangdong-Hong Kong-Macao Greater Bay Area

Accession number: 20212010349399

Authors: Bai, Xiao (1); Xie, Huimin (1); Leng, Yuxin (1); Huang, Peiying (1)

Author affiliation: (1) Greater Bay Area International Institute for Innovation, Shenzhen University, China

Corresponding author: Huang, Peiying(huangpeiying365@163.com)

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Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

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Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Under the high-level positioning of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) by the Chinese central government, innovation and entrepreneurship education (IEE) for students in the GBA is also expected to be of higher quality than other regions in China. Under this circumstance, this paper takes Shenzhen University as the case to obtain the degree of students' satisfaction with IEE. Fuzzy comprehensive analysis method is applied to analyze students' feedback collected from the questionnaire. Based on the results, this paper points out the practical problems existing in the development of IEE in Shenzhen University, consisting of the undermatch between the educational and practical needs, the lack of substantial development and so on. This paper also puts forward a corresponding optimized path, which includes integrating professional education and IEE together, reshaping the external cooperation mode, consolidating the construction of teaching force and changing the views of the training of IEE. This study aims to provide some guidance for the development of IEE for other universities in the GBA, so as to offer intellectual support and talent guarantee, and finally to accelerate the development of the GBA. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 29

Main heading: Students

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Central government - College students - Comprehensive analysis methods - Entrepreneurship education - Practical problems - Professional education - Students' satisfaction - Teaching forces

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: 2019A101002075, Acronym: -, Sponsor: Science and Technology Planning Project of Guangdong Province; Number: 2019JKCY010, Acronym: -, Sponsor: Guangdong Innovative and Entrepreneurial Research Team Program;

Funding text: This work is partially supported by 2019 Guangdong Soft Science Project (2019A101002075), Guangdong Education Science Plan 2019 University Employment and Entrepreneurship Research Project (2019JKCY010).

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

37. The role of ICT in sustainable development: The Ugandan narrative

Accession number: 20212010349383

Authors: Ekundayo, Samuel (1); Tabatabaee, Maryam (2); Sridhar, Karthik (3)

Author affiliation: (1) Centre for Inclusive Digital Enterprise, Eastern Institute of Technology, Auckland, New Zealand; (2) Centre for Inclusive Digital Enterprise, Iran; (3) Centre for Inclusive Digital Enterprise, University of Canterbury, New Zealand

Corresponding author: Ekundayo, Samuel(sekundayo@eit.ac.nz)

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

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Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: This article investigates the effectiveness of information and communications technologies in sustainable development among non-OECD economies that encapsulate its underlying beliefs and values. Specifically, we have developed a data-driven narrative by using Uganda as the subject of case analysis. We performed statistical analysis to study the significance of ICT as an enabler to the overall socio-economic development. There is a missing component comprising digital literacy and participation that have calls into question the mediating role of inclusive growth. Both our method and findings adopt generally accepted protocols for case studies. The contribution of this research is interpretivist in nature, and we recommend that similar studies need to be replicated by researchers across geographies and domains. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 29

Main heading: Sustainable development

Controlled terms: Electronic commerce - Electronics industry - Planning

Uncontrolled terms: Case analysis - Case-studies - Data driven - Digital literacies - Information and communications technology - Interpretivist - Mediating roles - Socio-economic development

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. Website quality of listed companies: A comparison between SMES and large firms

Accession number: 20212010349363

Authors: Thongmak, Mathupayas (1); Nadee, Winai (1)

Author affiliation: (1) Thammasat Business School, Thammasat University, Thailand

Corresponding author: Thongmak, Mathupayas(mathupayas@tbs.tu.ac.th)Nadee, Winai(winai@tbs.tu.ac.th)

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

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Volume: 2020-December

Part number: 1 of 1

Issue title: Proceedings of the 20th International Conference on Electronic Business: Electronic Business under COVID-19 Pandemic, ICEB 2020

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Publication year: 2020

Pages: 447-455

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Websites are the main information source for investors, so the quality of companies' websites are vital. This study explores the website quality of listed companies in Thailand and draws a comparison between SMEs' and large firms' website quality. In total, concrete and overall objective measures of 271 listed companies (136 large firms from the SET market and 135 SMEs from the MAI market) are collected using a website evaluation tool called SEOptimer. Non-parametric statistics are employed for data analysis due to non-normality. Findings reveal the room for improving the website quality for both SMEs and large companies in each industry. SMEs significantly have lower website quality in terms of SEO, performance, social, security, and overall compared to large enterprises. This study presents the research opportunities to explore listed companies in other countries using other tools in the future and guides SMEs and large companies in Thailand to effectively improve their website quality from the reliable measures and practical suggestions. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 31

Main heading: Websites

Controlled terms: Electronic commerce - Electronics industry - Investments

Uncontrolled terms: Information sources - Large companies - Large enterprise - Non-parametric statistics - Objective measure - Research opportunities - Website evaluation - Website 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

39. R&D investment that enhances IT firm survival

Accession number: 20212010349397

Authors: Patrakosol, Buraj (1)

Author affiliation: (1) Chulalongkorn University, Thailand

Corresponding author: Patrakosol, Buraj(buraj@cbs.chula.ac.th)

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

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Volume: 2020-December

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ISSN: 16830040

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: IT industry is a research-intensive industry. IT firms focus on advanced research activities to stay relevant. Their survival depends on value creations from innovations based on the research. Source of fund to these innovation-related activities are commonly expressed in terms of R&D investment. However, this investment is not the direct indicator of innovation outcome, which impacts firm's survival. This is the gap between R&D investment and survivability of the firm. To narrow the gap, innovation process and value creation have been focuses of firm's innovation literature. The literature has narrowed the gap, but uncertainty still largely exists. Both researchers and practitioners often classified R&D investment as a risky investment. This study continues this line of conversation and offers empirical evidence suggesting that R&D investment could be risk mitigator rather than risk enhancer. Data of 2,087 firm-years in IT industry revealed that successful IT firms may invest in R&D to mitigate innovation-related competitive risks. When risk is under control, survivability of the firm increases. IT firm should, therefore, prioritize R&D investment for innovations and products that mitigate competitive risks. This insight is particularly relevant to post CoVID-19 pandemic world because the survival of IT firms depends on how they perceive risks associated with the new-normal world and how they innovate to mitigate those risks. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 21

Main heading: Investments

Controlled terms: Electronic commerce - Electronics industry - Risk perception

Uncontrolled terms: Advanced researches - Innovation process - IT firms - IT industry - Risky investments - Value creation

Classification code: 723.5 Computer Applications

Computer Applications

- 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

40. Do users mind the brand engagement? The effect of brand engagement in knowledge sharing virtual community

Accession number: 20212010349389

Authors: Liang, Xiaobei (1); Hao, Ruohong (1); Meng, Hu (1)

Author affiliation: (1) School of Economics and Management, Tongji University, China

Corresponding author: Meng, Hu(menghu@tongji.edu.cn)

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

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Publication year: 2020

Pages: 71-80

Language: English

ISSN: 16830040

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Although previous studies have discussed antecedent mechanisms for user participation and the value it creates in the brand community. Few studies discuss the role of brands, communities, and users in the co-creation of value when virtual communities are established based on users' interests or needs. This paper explored the effect of brand participation on user community engagement intentions/behaviors in virtual communities. Data was collected from China by online survey and empirical analysis was used for hypotheses testing. The result shows that when

brands participate in virtual communities, the higher the user's engagement intention, the easier it is for them to make knowledge contribution, which will promote the development and operation of virtual communities. What's more, in the context of brand participation, brand interactivity will affect the user's community engagement intention and thus the user's knowledge contribution, which will prompt the development of a virtual community. These findings confirmed that virtual community can help to implement circle marketing, interact with consumers, improve consumers' willingness to participate actively, and have positive practical significance for the government and firms. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 56

Main heading: Social networking (online)

Controlled terms: Consumer behavior - Electronic commerce - Electronics industry

Uncontrolled terms: Co-creation of values - Community engagement - Development and operations - Empirical analysis - Hypotheses testing - Knowledge contributions - Knowledge-sharing - User participation

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

Funding Details: Number: 20AZD059, Acronym: NSSFC, Sponsor: National Office for Philosophy and Social Sciences;

Funding text: This work was supported by the National Social Science Fund of China under Grant 20AZD059. The authors declare no conflict of interest.

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

41. A comparative analysis between Airbnb and hotel industry: The investigation from China

Accession number: 20212010349374

Authors: Zhang, Xiong (1); Liu, Wenbo (2)

Author affiliation: (1) Beijing Jiao Tong University, China; (2) Carnegie Mellon University, United States

Corresponding author: Zhang, Xiong(xiongzhang@bjtu.edu.cn)

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

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Issue date: 2020

Publication year: 2020

Pages: 1-8

Language: English

ISSN: 16830040

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: This paper constructs a comparative analysis to investigate the impact of sharing economy on the traditional hotel industry, using data collected from Airbnb and their hotel counterparts Ctrip in ten major cities in China. Comparative static analysis and a multivariate regression model are used to draw the following conclusions: firstly, there exists a weakly negative impact of sharing accommodation rental on the traditional hotel industry. Airbnb's listing price and hotel price are weakly negatively associated. Moreover, the overall occupancy rate and rating of Airbnb listings do not significantly influence hotel price. Hotel price is mainly affected by hotel ratings and the average local income. The main findings offer managerial insights to managers in Airbnb and hotels. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 11

Main heading: Hotels

Controlled terms: Electronic commerce - Electronics industry - Managers - Regression analysis

Uncontrolled terms: Comparative analysis - Comparative statics - Hotel industry - Major cities - Multivariate regression models - Occupancy rate

Classification code: 402.2 Public Buildings

Public Buildings

- 723.5 Computer Applications

Computer Applications

- 912.4 Personnel

Personnel

- 922.2 Mathematical Statistics

Mathematical Statistics

Funding Details: Number: 71801014, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;

Funding text: This work was partially supported by grants from National Natural Science Foundation of China (Grant No. 71801014).

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

42. Application of artificial intelligence technology in baby stroller design

Accession number: 20212010349381

Authors: Jianjun, Hou (1); Lijun, Xu (2)

Author affiliation: (1) Nanjing Institute of Technology, Cultural and Artistic Creativity Design Institute, Nanjing, China; (2) Nanjing Institute of Technology, Nanjing, China

Corresponding author: Lijun, Xu(xulijun@njit.edu.cn)

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

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: With the ever-improving development and advancement being made with artificial intelligence (AI) technology, AI has been gradually used to the field of maternal and infant products. This paper systematically studies the theoretical basis and market status of baby strollers, and analyzes the product functions and technical applications of existing strollers. The application of AI technology to baby stroller are summarized from four aspects: more safe protection system, more comfortable user experience, more intelligent use function and more convenient operation mode. Finally, this paper designs an intelligent multifunctional baby stroller which can be used in four ways: baby basket, baby car seat, baby stroller and baby rocking chair. The intelligent design application are added from the intelligent power, intelligent protection, intelligent recognition, intelligent security, intelligent voice, APP interface and sharing rental mode, so as providing theoretical basis and guidance for the design of baby stroller. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 15

Main heading: Artificial intelligence

Controlled terms: Electronic commerce - Electronics industry - User experience

Uncontrolled terms: Artificial intelligence technologies - Intelligent designs - Intelligent power - Intelligent recognition - Intelligent security - Product functions - Safe protection - Technical applications

Classification code: 723.4 Artificial Intelligence

Artificial Intelligence

- 723.5 Computer Applications

Computer Applications

Funding Details: Number: 2018SJA0386, Acronym: -, Sponsor: Philosophy and Social Science Foundation of Hunan Province; Number: 2019YB26, Acronym: NJIT, Sponsor: Nanjing Institute of Technology; Number: 20YJC760030, Acronym: MOE, Sponsor: Ministry of Education of the People's Republic of China; Number: CACD202003, Acronym: CCCD, Sponsor: Center for Craft, Creativity and Design; Number: JG2019009, Acronym: NJIT, Sponsor: Nanjing Institute of Technology; Number: YZKC2019067, Acronym: NJIT, Sponsor: Nanjing Institute of Technology;

Funding text: This research has been supported by the Ministry of Education Human Society project of China (No.20YJC760030), The Philosophy and Social Science project of Jiangsu Province (No.2018SJA0386), the key projects of Teaching Research and Teaching Reform of Nanjing Institute of Technology (No.JG2019009), the First Class Curriculum Construction project of Nanjing Institute of Technology (No.YZKC2019067), the Higher Education Research project of Nanjing Institute of Technology (No.2019YB26), and Cultural and Artistic Creativity Design Institute (No.CACD202003).

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

43. Prediction markets: A systematic review and meta-analysis

Accession number: 20212010349362

Authors: Forestal, Roberto Louis (1); Zhang, Peng Cheng (1); Pi, Shih-Ming (1)

Author affiliation: (1) Chung Yuan Christian, Taiwan

Corresponding author: Forestal, Roberto Louis(boolfrivie@gmail.com)

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

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Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Prediction markets (PM) have drawn considerable attention in recent years as a tool for forecasting events. Studies surveying and examining relevant the trends of PM using traditional approaches have been reported in the literature. However, research using meta-analysis to review Prediction markets systems is very limited in Management Information System (MIS). This paper aimed to fill this gap by using Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method to study Prediction markets trends over the past decades. Our results are as follows. First, we find that shows that more than 64% of academic studies on Prediction markets are published in top journals such as Journal of the Association for Information Systems, Journal of Consumer Research and Information Systems Research. Second, we showed that Prediction markets applications can be can be divided into two groups: internal use PMS and general public usage. Finally, our significant meta-analysis result show that on average prediction markets is 79% more accurate than alternative forecast methods based. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 130

Main heading: Information management

Controlled terms: Electronic commerce - Electronics industry - Forecasting - Information use

Uncontrolled terms: Consumer research - Forecast method - General publics - Management information system (MIS) - Meta analysis - Prediction markets - Systematic Review - Traditional approaches

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Numerical data indexing: Percentage 6.40e+01%, Percentage 7.90e+01%

Compendex references: YES

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

44. Re-think insurance: A new perspective of InsurTech

Accession number: 20212010349382
Authors: Yu, Julian (1); Yen, Benjamin (2)
Author affiliation: (1) Nanyang Technological University, Singapore; (2) The University of Hong Kong, Hong Kong
Corresponding author: Yu, Julian(jfcyu@yahoo.com.sg)
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Volume: 2020-December
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Issue date: 2020
Publication year: 2020
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ISSN: 16830040
Document type: Conference article (CA)
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Conference location: Virtual, Hong Kong, China
Conference code: 168684
Publisher: International Consortium for Electronic Business
Abstract: Technology improves performances of industries generally. While some applications impact insurance industry profoundly, however, some of the improvement is more of office automation and is better not classified as InsurTech. The article is to provide a practical perspective of InsurTech from the review of definitions and purposes of insurance, and the induction of risk information and risk financing, to silhouette insurance ecosystem and framework of InsurTech. Under risk information, the information layering is explored and the basic three elements of risk, contract and portfolio are identified in insurance ecosystem; under risk financing, transaction costs of insurance and law of large numbers are applied. Then, we propose a framework based on the three elements for InsurTech in regard of availability, affordability and assurability. Two approaches are also proposed for InsurTech development - evolutionary way to revise specific areas of the current insurance models and revolutionary way to revamp the insurance models as to redesign the arrangement of risk protection. © 2020 International Consortium for Electronic Business. All rights reserved.
Number of references: 19
Main heading: Insurance
Controlled terms: Costs - Ecosystems - Electronic commerce - Electronics industry - Office automation
Uncontrolled terms: Information layering - Insurance industry - Law of large numbers - Risk information - Specific areas - Transaction cost
Classification code: 454.3 Ecology and Ecosystems
Ecology and Ecosystems
- 723.5 Computer Applications
Computer Applications
- 911 Cost and Value Engineering; Industrial Economics
Cost and Value Engineering; Industrial Economics
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

45. What factors influence customers' purchase intentions in travel-related social commerce?

Accession number: 20212010349394
Authors: Guo, Jin (1); Shan, Shan (1); Yulei, Li (2)
Author affiliation: (1) Northumbria University, United Kingdom; (2) Durham University, United Kingdom
Corresponding author: Shan, Shan(Shan.Shan@northumbria.ac.uk)

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Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Social commerce significantly impacts the tourism and hospitality industry. Nonetheless, further empirical research investigating the factors that impact the purchase intentions of those who engage with travel-related social commerce. Combining the Uses and Gratification Theory (UGT) and TAM, the present study will investigate the relationships between purchases intentions and the following factors: perceived usefulness, perceived ease-of-use, entertainment, interaction and information seeking. During the research, four different models will be compared. The Ridge Model will be used to explain the effects of the aforementioned factors. The findings indicate that customers' social commerce purchase intentions are positively impacted by all five factors. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 71

Main heading: Tourism industry

Controlled terms: Electronic commerce - Electronics industry - Leisure industry - Purchasing - Sales

Uncontrolled terms: Empirical research - Information seeking - Perceived ease of use - Perceived usefulness - Purchase intention - Social commerces - Tourism and hospitality industries - Uses and gratification theories

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. Mode innovation of the "Belt and Road" supply chain finance under the background of digital technology

Accession number: 20212010349369

Authors: Dou, Yaqin (1); Bai, Shaobu (1); Yao, Li (1); Sun, Qian (1)

Author affiliation: (1) Nanjing Institute of Technology, Nanjing, China

Corresponding author: Dou, Yaqin(douyq@njit.edu.cn)

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

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Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Supply chain finance (SCF) has the unique advantage of being close to the "Belt and Road" industrial chain. It can meet the investment and financing needs of the "Belt and Road" construction projects, improve the quality and efficiency of the financial services of the "Belt and Road" construction projects, promote the cooperation of the "Belt and Road" industry chain and build a global supply chain production and financing ecology. Comprehensively considering the operating conditions of the "Belt and Road" construction and the impact of digital technology on SCF, the "Belt and Road" SCF model is proposed. In terms of process design and key point layout, an innovative reconstruction of the "Belt and Road" SCF model based on debt asset pledge, movable property pledge and intangible asset pledge is carried out. Further, in view of the problems in the current digital SCF to support SMEs to participate in the construction of the "Belt and Road", such as inadequate comprehensive supply chain financial services, insufficient coordination of digital technologies, and asymmetric information between banks and enterprises, etc. We propose path design of the trinity of "government promotion, market leadership and social co-governance" of the "Belt and Road" SCF. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 15

Main heading: Roads and streets

Controlled terms: Electronic commerce - Electronics industry - Investments - Service industry - Supply chains

Uncontrolled terms: Asymmetric information - Construction projects - Digital technologies - Global supply chain - Investment and financings - Operating condition - Supply chain finances - Supply chain financials

Classification code: 406.2 Roads and Streets

Roads and Streets

- 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

Funding Details: Number: -, Acronym: NJIT, Sponsor: Nanjing Institute of Technology; Number: 19SCB-015,

Acronym: MOSF, Sponsor: Ministry of Strategy and Finance; Number: CKJA202004, Acronym: -, Sponsor:

Infrastruktura PL-Grid;

Funding text: This work was financially supported by major projects of innovation fund of Nanjing Institute of Technology 2020: Research on innovation and promotion path of credit agglomeration mode of Jiangsu agricultural supply chain finance under the background of new infrastructure construction (CKJA202004), China; finance development special fund project of applied research fine engineering of social sciences of Jiangsu province 2019: Research on the realization path of "going out" of private enterprises in Jiangsu province with digital supply chain finance precision service under the strategy of "one belt and one way" (19SCB-015), China.

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

47. Rural destination revitalization in Shennongjia Forestry District: A tourism poverty alleviation perspective

Accession number: 20212010349388

Authors: Lu, Junyang (1); Deng, Aimin (1, 2); Ye, Penghao (1)

Author affiliation: (1) School of Business Administration, Zhongnan University of Economics and Law, Wuhan; 430073, China; (2) School of Tourism, Xinyang Normal University, Xinyang, China

Corresponding author: Ye, Penghao(paulyph@whu.edu.cn)

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

Conference date: December 5, 2020 - December 8, 2020

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Publisher: International Consortium for Electronic Business

Abstract: Tourism development is an important way to eliminate poverty. Existing research in this area has been mostly based on western experiences; In this context, there is a lack of research on how to promote rural revitalization through tourism, especially in these poverty-stricken areas. This study fills this research gap by selecting and evaluating the developing process of Shennongjia Forestry District in China. Tourism is considered a way to mitigate poverty in the region, and make a great effort and ultimately revive the economy and culture of the region. Shennongjia Forestry District illustrates the importance of initial conditions and how the government attaches great importance to the development of the region and poverty alleviation policies can help mitigate shortfalls in those initial conditions. We summarize many successful practices in Shennongjia Forestry District in different phases, especially the application of e-commerce in tourism poverty alleviation, and concluded that by addressing the needs of tourists and providing proper products, and a number of poverty alleviation measures have really worked. Study results also showed that the development of tourism has driven the development of other industries, and the construction of government support network has indeed had a profound impact on poverty alleviation. This requires the participation of local communities to jointly advance tourism development. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 36

Main heading: Leisure industry

Controlled terms: Electronic commerce - Electronics industry - Forestry - Rural areas - Timber - Tourism

Uncontrolled terms: Developing process - Government supports - Initial conditions - Local community - Poverty alleviation - Tourism development

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: 182400410492, Acronym: -, Sponsor: Key Scientific Research Project of Colleges and Universities in Henan Province; Number: CSC201907080003, Acronym: CSC, Sponsor: China Scholarship Council;

Funding text: This research was funded by Soft Science Research Project of Henan Province, China. [Project No. 182400410492]; This research was funded by China Scholarship Council [grant number CSC201907080003].

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

48. Collaborative platform empowerment: Case study in the digital transformation of the interior design industry

Accession number: 20212010349384

Authors: Jih, Chia-Yu (1); Hung, Wei-Hsi (1)

Author affiliation: (1) National Chengchi University, Taiwan

Corresponding author: Jih, Chia-Yu(107356503@nccu.edu.tw)

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

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Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: As the applications of digital technology matures, how to implement digital services and project management capabilities for interior design companies has become an important topic. This research is conducted with a case

study method that solves the pain points of designers by introducing a digital empowerment platform as a collaborative service solution for designers. The research results show that the establishment of the platform for cross-industry collaborative mechanisms will reduce the construction period and internal management costs indirectly drive the overall operating efficiency of the interior design industry. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 18

Main heading: Electronics industry

Controlled terms: Architectural design - Electronic commerce - Interiors (building) - Project management

Uncontrolled terms: Case study methods - Collaborative platform - Collaborative services - Construction period - Digital technologies - Digital transformation - Management capabilities - Operating efficiency

Classification code: 402 Buildings and Towers

Buildings and Towers

- 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

49. A two-stage real-time prediction method for multiplayer shooting E-sports

Accession number: 20212010349377

Authors: Liu, Jiaxin (1); Huang, Jiaxin (1); Chen, Ruyun (1); Liu, Tianchang (1); Zhou, Liang (1)

Author affiliation: (1) Sichuan University, China

Corresponding author: Zhou, Liang(zhouliang_bnu@163.com)

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Conference date: December 5, 2020 - December 8, 2020

Conference location: Virtual, Hong Kong, China

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Publisher: International Consortium for Electronic Business

Abstract: E-sports is an industry with a huge base and the number of people who pay attention to it continues to rise. The research results of E-sports prediction play an important role in many aspects. In the past game prediction algorithms, there are mainly three kinds: neural network algorithm, AdaBoost algorithm based on Naïve Bayesian (NB) classifier and decision tree algorithm. These three algorithms have their own advantages and disadvantages, but they cannot predict the match ranking in real time. Therefore, we propose a real-time prediction algorithm based on random forest model. This method is divided into two stages. In the first stage, the weights are trained to obtain the optimal model for the second stage. In the second stage, each influencing factor in the data set is corresponded to and transformed with the data items in the competition log. The accuracy of the prediction results and its change trend with time are observed. Finally, the model is evaluated. The results show that the accuracy of real-time prediction reaches 92.29%, which makes up for the shortage of real-time in traditional prediction algorithm. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 18

Main heading: Forecasting

Controlled terms: Adaptive boosting - Decision trees - Electronic commerce - Electronics industry - Sodium compounds - Sports

Uncontrolled terms: AdaBoost algorithm - Decision-tree algorithm - Neural network algorithm - Number of peoples - Prediction algorithms - Random forest modeling - Real-time prediction - Research results

Classification code: 461.3 Biomechanics, Bionics and Biomimetics

Biomechanics, Bionics and Biomimetics

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 961 Systems Science

Systems Science

Numerical data indexing: Percentage 9.23e+01%

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

50. Issues and path selection of artificial intelligence design talents training in applied undergraduate universities in Smart City

Accession number: 20212010349407

Authors: Xu, Lijun (1); Hou, Jianjun (1); Chen, Zhe (1); Gao, Jun (2)

Author affiliation: (1) Institute of Art and Design, Nanjing Institute of Technology, Nanjing, China; (2) Siemens Ltd., China Jiangsu Branch Co., Ltd., Nanjing, China

Corresponding author: Xu, Lijun(xulijun@njit.edu.cnemail178385883@qq.com)Hou, Jianjun(178385883@qq.com)

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Conference name: 20th International Conference on Electronic Business, ICEB 2020

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Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: The widespread popularity and application of artificial intelligence technology requires technological innovation, of which talent training is an important content. The lack of professional talents has greatly restricted the development of the artificial intelligence industry to some extent. How to train industrial design talents with comprehensive qualities of "artificial intelligence design talents" in universities has now become the most important topic. Carry out university teacher training based on the industrial design profession, carry out the "collaborative education" innovation model based on "university-enterprise-government", innovative ability and awareness training curriculum system, and use artificial intelligence talent training goals and curriculum system for the construction and practice of goals. Analyze the current plight of artificial intelligence design talent training in applied general universities, clarify the current types and status quo of artificial intelligence design talents, and propose specific ways to solve the current artificial intelligence design talent training. There are few relevant talents for artificial intelligence design professionals who can combine their ideas and technology in actual production. The lack of design talents has greatly limited the development of their industries to some extent. The current application-oriented undergraduates Colleges and universities should explore specific paths for the training of artificial intelligence design talents, and the construction and practice of related curriculum systems should also be gradually revised during practical exploration, so as to realize innovative education through educational innovation. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 17

Main heading: Artificial intelligence

Controlled terms: Curricula - Electronic commerce - Electronics industry - Personnel training - Product design - Smart city

Uncontrolled terms: Application-oriented - Artificial intelligence technologies - Collaborative education - Colleges and universities - Comprehensive qualities - Design professionals - Educational innovations - Technological innovation

Classification code: 723.4 Artificial Intelligence

Artificial Intelligence

- 723.5 Computer Applications

Computer Applications

- 901.2 Education

Education

- 912.4 Personnel

Personnel

- 913.1 Production Engineering

Production Engineering

Funding Details: Number: 202011276028Z, Acronym: -, Sponsor: National College Students Innovation and Entrepreneurship Training Program; Number: 2020YB17, Acronym: SNERDI, Sponsor: Shanghai Nuclear Engineering Research and Design Institute; Number: 20YJC760030, Acronym: -, Sponsor: Humanities and Social Science Fund of Ministry of Education of China; Number: SJZDA118, Acronym: -, Sponsor: Office of Counterintelligence;

Funding text: This work is partially supported by the Jiangsu Province University philosophy and social science research 2019 major project, "Human-computer interaction design research based on artificial intelligence technology" (Project No. 2019 SJZDA118); and the Higher Education Research Project of Nanjing Institute of Engineering in 2020, "Research on Cultivating Path of Artificial Intelligence Design Applied Talents" (Project No. 2020YB17); and Youth Fund for Humanities and Social Sciences Research of the Ministry of Education (Project No. 20YJC760030); and the 2020 Jiangsu Province College Students Innovation and Entrepreneurship Training Project: "Research on the application of parametric design method in the design of epidemic prevention products in smart city" (Project No. 202011276028Z).

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

51. Aging and Urban mobility in bandar sunway: A holistic approach

Accession number: 20212010349391

Authors: Rajandran, Kasturi (1); Zoqratt, Muhammad Zarul Hanifah Md. (2); Rong, Dexter Shee Zhen (3); Lukic, George Woon (4); Tan, Kristel (5); Teh, Pei-Lee (5); Alex, Deepa (3); Kalavally, Vineetha (4); Huey, Shaun Lee Wen (6); Schaefer, Alexandre Rene (3); Jairaman, Jamuna (7); Wong, Chieh Lee (8); Ayub, Qasim (2)

Author affiliation: (1) Monash University Malaysia Genomics Facility, School of Science, Malaysia; (2) Monash University Malaysia Genomics Facility, Malaysia; (3) Jeffrey Cheah School of Medicine and Health Sciences, Malaysia; (4) School of Engineering, Monash University Malaysia, Malaysia; (5) School of Business, Gerontechnology Laboratory, Monash University Malaysia, Malaysia; (6) School of Pharmacy, Monash University Malaysia, Malaysia; (7) Laboratory Services, Allied Health Services, Sunway Medical Centre, Malaysia; (8) Haematology Department, Sunway Medical Centre, Malaysia

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Publisher: International Consortium for Electronic Business

Abstract: Human longevity is constantly changing the demographic outlook of the world's population and older people are projected to double in the next 30 years from 11% to 22% of the world's population. Malaysia is no exception and, like most western and developing nations, the number of Malaysians aged 60 years and above has been gradually rising from the 1970s onwards and is currently estimated to represent 10% of its population. This has created an urgent need to develop age-friendly cities, so that older individuals living in urban areas can have an improved life. It is important that the aging population continues to lead healthy and productive lives as far as possible. In this project, which is a work in progress, we surveyed a suburban community, aged 50 years and above, residing in Bandar Sunway and its vicinity in the state of Selangor Darul Ehsan, Malaysia. The aim was to assess their health and perceptions on mobility through targeted questionnaires, in-depth interviews and focus groups and identify the factors associated with healthy aging in a holistic manner. The overall goal is to promote a healthy mind in a healthy body despite the advancing years. In the preliminary phase we surveyed 73 participants aged between 52 - 85 years and compared responses and clinical parameters for individuals below (N = 36) and = 65 years (N = 37) in age. Based on their Body Mass Index (BMI), the participants were generally healthy with a normal BMI (45%) or slightly overweight (41%) with a higher BMI and blood lipid levels. There were no significant differences in the cognitive assessments between the two age groups ($p = 0.945$). A majority (70%) of the participants were satisfied with their lives in Bandar Sunway, but some reported several health related issues and chronic diseases. However, this was not a factor that hindered their quality of life. Older adults in Bandar Sunway still preferred driving their own vehicles instead of taking public transports. This was due to several shortfalls in the transportation systems: pricing, schedules of transport, safety, and cleanliness. Preliminary results have identified several aspects of public transportation in urban areas that can be improved to better serve the aging community. In doing so, we anticipate the findings and recommendations will be applicable to a much wider community in Malaysia and other parts of the world. The project is aligned with the theme of improving health and well-being and will provide a model for understanding and dealing with aging in the local community. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 20

Main heading: Urban transportation

Controlled terms: Automobile bodies - Bus transportation - Electronic commerce - Electronics industry - Health - Surveys

Uncontrolled terms: Clinical parameters - Cognitive assessments - Developing nations - Holistic approach - In-depth interviews - Public transportation - Transportation system - Work in progress

Classification code: 432 Highway Transportation

Highway Transportation

- 432.2 Passenger Highway Transportation

Passenger Highway Transportation

- 433 Railroad Transportation

Railroad Transportation

- 461.6 Medicine and Pharmacology

Medicine and Pharmacology

- 662.4 Automobile and Smaller Vehicle Components

Automobile and Smaller Vehicle Components

- 723.5 Computer Applications

Computer Applications

Numerical data indexing: Age 3.00e+01yr, Age 5.00e+01yr, Age 5.20e+01yr to 8.50e+01yr, Age 6.00e+01yr, Percentage 1.00e+01%, Percentage 1.10e+01% to 2.20e+01%, Percentage 4.10e+01%, Percentage 4.50e+01%, Percentage 7.00e+01%

Funding Details: Number: -, Acronym: -, Sponsor: Fox School of Business, Temple University; Number: SCG-2018-02-SCI, Acronym: -, Sponsor: Sunway University;

Funding text: This study was funded by a Sunway Community Grant (SCG-2018-02-SCI). The funders played no role in the conceptualization, design, decision to publish or preparation of the manuscript. Muhammad Zarul Hanifah Md Zoqrat was supported by Monash Malaysia R&D Sdn Bhd. We would also like to thank the following individuals from Monash University who volunteered their time and efforts to make this project a success; Daniel Prajogo, Department of Management, Faculty of Business and Economics; Lee Sui Mae, School of Science, Low Ver Nice, Research Assistant, School of Business, Gerontechnology Laboratory; Mohamed Shajahan Yasin, Jeffrey Cheah School of Medicine and Health Sciences; Motoki Watabe, School of Business; Pervaiz K. Ahmad, School of Business; Sadequr Rahman, School of Science, Tropical Medicine and Biology Multidisciplinary Platform; Susilawati, School of Engineering; Tan Chee Pin, School of Engineering; Yek Sze Huei, School of Science. We also acknowledge the following students who volunteered and assisted during the recruitment drive: Alysha Kaur Sachdev, Anas Mohamed, Annereena Ravichandran, Arjun Nagarajan, Celine Gan Chi Ching, Fadilla Ramadhani Wahyudi, Heerman Kumar Sandra Kumar, Lee Chuen Zhang, Lee Shan Neng, Lim Shu Yong, Nur Zawanah Zabidi, Rinako Cheah, Saw Yi Jiau, Sinthu Subramaniam, Sze Mei Lee and Wong Yen Jun. We also thank Chow Yock Ping and Norziha Zainul Abidin from the Sunway Medical Centre; Joyce Sin Tong Joo, Senior General Manager, Customer & Community Services,

Sunway Integrated Properties Sdn Bhd. and Jaqueline Wong, Assistant Manager, Sunway Sustainability Solutions Sdn. Bhd. for their assistance.

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

52. Dynamic perturbation grasshopper optimization algorithm for engineering design problems

Accession number: 20212010349372

Authors: Li, Yu (1); Tu, Xuechen (1); Liu, Jingsen (1)

Author affiliation: (1) Henan University, China

Corresponding author: Liu, Jingsen(ljs@henu.edu.cn)

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Conference location: Virtual, Hong Kong, China

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Publisher: International Consortium for Electronic Business

Abstract: This paper presents a dynamic perturbation grasshopper optimization algorithm for engineering design problems. Three effective strategies were proposed to avoid the drawbacks of the original GOA that falling into local optimum easily and had a slow convergence speed. First, a dynamic attenuation adjustment factor was introduced to balance the exploration and exploitation in the search space and accelerated the convergence speed. Then, Cauchy inverse cumulative distribution function was employed for modifying the grasshopper's position to increase the randomness of each grasshopper's movement and improved the algorithm on the global optimization ability. Finally, Gaussian mutation will take smaller steps allowing for every corner of the search space to be explored in a much better way. To testify the effectiveness of the proposed strategies to the algorithm improvement, the proposed DPGOA was tested by 17 benchmark functions and the statistical tests contain Friedman test and Wilcoxon rank-sum test. As the experimental results showed, the proposed DPGOA was significantly superior to other natural-inspired algorithms both in convergence speed and accuracy. Finally, the competitive results of two real-world engineering problems illustrates the proposed DPGOA can be deployed to constrained optimization problems or other fields for future work. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 30

Main heading: Constrained optimization

Controlled terms: Distribution functions - Electronic commerce - Electronics industry - Global optimization - Inverse problems - Statistical tests

Uncontrolled terms: Algorithm improvements - Constrained optimization problems - Engineering design problems - Engineering problems - Exploration and exploitation - Inverse cumulative distribution functions - Optimization algorithms - Wilcoxon rank sum test

Classification code: 723.5 Computer Applications

Computer Applications

- 921.5 Optimization Techniques

Optimization Techniques

- 922.1 Probability Theory

Probability Theory

- 922.2 Mathematical Statistics

Mathematical Statistics

- 961 Systems Science

Systems Science

Funding Details: Number: -, Acronym: HENU, Sponsor: Henan University; Number: 15YJC630079, Acronym: CHSS, Sponsor: College of Humanities and Social Sciences, United Arab Emirates University; Number: 162102110109, Acronym: -, Sponsor: National Science and Technology Program during the Twelfth Five-year Plan Period; Number: 182102310886, Acronym: -, Sponsor: National Science and Technology Program during the Twelfth Five-year Plan Period; Number: 71601071, Acronym: NSFC, Sponsor: National Natural Science Foundation of China; Number: SYL19060145, Acronym: NPS, Sponsor: Naval Postgraduate School;

Funding text: This study is supported by the National Natural Science Foundation of China (No. 71601071), the Science & Technology Program of Henan Province, China (No. 182102310886 and 162102110109), MOE Youth Foundation Project of Humanities and Social Sciences (No. 15YJC630079) and the Postgraduate Meritocracy Scheme (No. SYL19060145) of Henan University.

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

53. An integrated computer vision based OOH audience measurement system

Accession number: 20212010349403

Authors: Wang, Jialou (1); Li, Honglei (1); Shan, Shan (1)

Author affiliation: (1) Northumbria University, United Kingdom

Corresponding author: Wang, Jialou(jialou.wang@northumbria.ac.uk)

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

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Conference location: Virtual, Hong Kong, China

Conference code: 168684

Publisher: International Consortium for Electronic Business

Abstract: Out of Home (OOH) advertising models through deep learning method with demographical information such as gender, age, etc. While a more comprehensive model would involve fine-tuned information from audience. This paper proposed a subdivided apparel recognition model to enhance the existing audience measurement for OOH. SVM accompanied by Libra RCNN and histogram intersection kernels is adopted alongside advertising board-mounted cameras, which obtain unprocessed data from which gender, age and other demographic features are discerned to determine viewers of particularly clothing advertising. Pervasive adoption for contactless consumer engagement, customised content display and consumer analysis is possible through the amalgamation of results, while audience measurement via digital advertising panels can be more effectively understood by OOH companies and businesses. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 33

Main heading: Learning systems

Controlled terms: Computer vision - Deep learning - Electronic commerce - Electronics industry - Marketing - Metals - Population statistics

Uncontrolled terms: Advertising models - Comprehensive model - Contact less - Demographic features - Histogram intersection kernels - Learning methods - Measurement system - Recognition models

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

54. Does COO really matter in value Co-creation of cross-border E-commerce?

Accession number: 20212010349366

Authors: Ni, Yan (1); Qin, Zhen (2); Lv, Shumin (1)

Author affiliation: (1) Hubei Academy of Social Science, China; (2) Huazhong Agricultural University, China

Corresponding author: Ni, Yan(anne_hubei@foxmail.comemailqzwhan@mail.hzau.edu.cn)Qin, Zhen(qzwhan@mail.hzau.edu.cn)

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Publisher: International Consortium for Electronic Business

Abstract: The purpose of this paper is to explore the cross-border e-commerce value co-creation mechanism. We believe that the most significant factor affecting consumers' cross-border online shopping is online service quality. And the country of origin(COO) effect also plays an important role in the cross-border purchase intention. Therefore, this study built a proposed model of cross-border online purchase intention based on co-create theory and two-side market theory. For the case of online cross-border shopping, perceived value is very important which can directly determine the purchase intention of customers. Based on the related theory, three significant latent variables that can indirectly determine the purchase intention of customers as follows: consumer resource, platform service quality (or ESQ), and country of origin. According to our positive study, platform service quality is the most important factor, COO is the second one, and consumer expertise is the last one. All of the antecedent variables are significant according to statistical results. Then we made the conclusions and implications. © 2020 International Consortium for Electronic Business. All rights reserved.

Number of references: 22

Main heading: Electronic commerce

Controlled terms: Electronics industry - Purchasing - Quality of service - Sales

Uncontrolled terms: Antecedent variables - Latent variable - On-line service - Online shopping - Perceived value - Purchase intention - Service Quality - Value co creations

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: 2020SSZK07, Acronym: HZAU, Sponsor: Huazhong Agricultural University; Number: CARS-50, Acronym: CARS, Sponsor: China Agricultural Research System;

Funding text: This research was supported by China Agriculture Research System (CARS-50), Huazhong Agricultural University Shishan Thinktank Project (2020SSZK07).

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Data Provider: Engineering Village