

Search Summary

Query : (((("International Conference on Electronic Business")) AND ((2015) WN YR))

Type : Expert

Results : 71

Database(s) : Compendex & Inspec

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

Accession number: 20160902040664

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Language: English

ISSN: 16830040

Document type: Conference proceeding (CP)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The proceedings contain 69 papers. The topics discussed include: a conceptual model of factors affecting popularity of marketing videos on video sharing sites; a multi-objective closed-loop supply chain planning model with uncertainty; a new innovative IoT watch reduces excessive consumption and its implications to green logistics; a proposed model of business co-creation for service innovation; a review of data monetization: strategic use of big data; a review system based on product features in a mobile environment; a socio-technical system perspective of psychological ownership toward sharing IoT data in supply chains; a study of virtuous cycle of service participation on crowdsourcing platforms; an analysis of open-source smart phone market: preload apps and co-competition; an assessment model for information system's risk based on entropy method and grey theory; and an extended model of review helpfulness: exploring the role of tie strength, perceived similarity, and normative susceptibility.

Abstract type: (Edited Abstract)

Page count: 522

Database: Compendex

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Data Provider: Engineering Village

2. Preface

Accession number: 20160902040688

Authors: Du, Timon C. (1); Cheung, Waiman (1)

Author affiliation: (1) Department of Decision Sciences and Managerial Economics, Chinese University of Hong Kong, Hong Kong, Hong Kong

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: i

Language: English

ISSN: 16830040

Document type: Journal article (JA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

3. Consumer brand engagement: Role of gamification

Accession number: 20160902040711

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

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

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 176-182

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Gamification became a new attractive way to strengthen relations with consumers for companies and brands. Despite gamification is new and not clearly described phenomena companies apply different gamification techniques aiming to enhance consumers brand engagement. The paper explores gamification concepts and gamification techniques, successful gamification characteristic and gamification impact on different engagement dimensions. The proposed gamification impact on consumer brand engagement is tested empirically.

Number of references: 35

Main heading: Gamification

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Engagement - Flow - Game components

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

4. A proposed model of business co-creation for service innovation

Accession number: 20160902040693

Authors: Chen, Ja-Shen (1); Hui, Ang Chin (1)

Author affiliation: (1) Yuan Ze University, Taiwan

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 28-29

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: This study explores the dynamics of collaboration between travel agents and their suppliers in co-creating value for their customers. It examines the relationship among co-creation elements, service innovation, technology adoption and environmental change. Results indicate that all the above effects are significant.

Main heading: Electronics industry

Controlled terms: Electronic commerce - Environmental technology

Uncontrolled terms: Business co creations - Co-creation - Environmental change - Service innovation - Service-dominant Logic - Technology adoption - Travel agents

Classification code: 454 Environmental Engineering

Environmental Engineering

- 723.5 Computer Applications

Computer Applications

Database: Compendex

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Data Provider: Engineering Village

5. Engaging technologies-savvy consumers with the internet of things

Accession number: 20160902040719

Authors: Hamilton, John R. (1); Tee, Singwhat (1)

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

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 242-246

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Consumers today engage in and with interactive online activities. These activities are compiled from a vast array of online-hosted components loosely termed the Internet of Things (IoT). At the same time innovative corporates are delivering latest IoT-related and consumer-targeted smart solutions. This paper proposes the MVL model as a pathway to examine consumer value relationships, and to then map these relationships against relevant IoT-generated revenue streams. Hence, by capturing and tracking their IoT savvy consumer's actions and activities, the corporate can gauge the success of their IoT offerings.

Number of references: 33

Main heading: Internet of things

Controlled terms: Electronic commerce - Electronics industry - Motivation

Uncontrolled terms: Behavior - Customer - Internet of Things (IOT) - Loyalty - Social - Value

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 912.4 Personnel

Personnel

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

6. Understanding viral advertising pass-on behavior on Facebook

Accession number: 20160902040659

Authors: Law, Monica (1)

Author affiliation: (1) Hong Kong Shue Yan University, Hong Kong, Hong Kong

Corresponding author: Law, Monica(cclaw@hksyu.edu)

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 492-497

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: This study aims at investigating Facebook users' advertising pass-on behavior with self-disclosure and attitude toward online advertising. With about 350 undergraduate students' responses, the results indicate that self-disclosure relates to attitude toward online advertising but does not link with pass-on behavior; attitude is the key mediator in the whole advertising pass-on process. This study extends the viral advertising pass-on model proposed by Chu [1], which provides significant implications for online marketers who have major purposes for adopting social-media marketing.

Number of references: 34

Main heading: Marketing

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

Uncontrolled terms: Facebook - Online advertising - Self-disclosure - Social media marketings - Undergraduate students

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

7. Analysis of e-business on financial culture

Accession number: 20160902040663

Authors: Zhang, Li (1); Wei, Fajie (2); Tian, Shuang (2)

Author affiliation: (1) Avic Aerospace Life-Support Industries, Beihang University, Beijing, China; (2) Beihang University, Beijing, China

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 514-516

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: With e-commerce flourishing the traditional enterprises are faced with an unprecedented challenge. In terms of financial management, e-business appears significantly different characteristics compared with traditional businesses. As an important part of soft power, it is urgent to develop new financial culture that matching e-business financial management. In this paper, the new characteristics of e-business on financial management and culture are investigated, as well as the basic principles and ideas for the construction of e-business financial culture.

Number of references: 7

Main heading: Electronics industry

Controlled terms: Electronic commerce - Finance

Uncontrolled terms: Basic principles - eBusiness - Financial managements - Soft power

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

8. Search constraint of mobile technology and channel choice in e-commerce

Accession number: 20160902040645

Authors: Lee, Dong-Joo (1); Bang, Youngsok (2); Han, Kunsoo (3)

Author affiliation: (1) Hansung University, Korea, Republic of; (2) Chinese University of Hong Kong, Hong Kong; (3) McGill University, Canada

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 386-392

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: This study aims to investigate empirical evidence of search constraints of the mobile technology from the theoretical lens of technology affordance. Using a large archival panel dataset encompassing transactions in the PC and mobile channels, we find that information-intensity of products is negatively associated with the choice probability of the mobile channel over the PC channel. However, the negative association is weakened as the user experience in the mobile channel accumulates, suggesting a dynamic relationship between user and technology (i.e., users' learning or adaptation to technology).

Number of references: 19

Main heading: Mobile commerce

Controlled terms: Electronic commerce - Electronics industry - Engineering education - Large dataset - Telecommunication equipment - User experience

Uncontrolled terms: Affordances - Channel choice - Information intensity - Mobile channels - Mobile Technology
- Search constraint

Classification code: 723.5 Computer Applications

Computer Applications

- 901.2 Education

Education

Funding Details: Number: -, Acronym: NRF, Sponsor: National Research Foundation of Korea;

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

9. Technology adoption factors for older adults: An exploratory gerontechnology study

Accession number: 20160902040647

Authors: Teh, Pei-Lee (1); Joseph, Saramma (1); Ahmed, Pervaiz K. (1); Chan, H.S. (2); Cheong, Soon-Nyeon (3); Yap, Wen-Jiun (3)

Author affiliation: (1) Monash University, Malaysia; (2) City University of Hong Kong, Hong Kong, Hong Kong; (3) Multimedia University, Malaysia

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 401-405

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: This study aims to explore the underlying factors of older adults' technology resistance through qualitative exploratory method. A total of 139 older adults in Malaysia have been interviewed. The findings of this study shed light into these older adults' experiences with new technology and factors affecting their technology adoption. The preliminary findings are reported and discussed.

Number of references: 17

Main heading: Electronics industry

Controlled terms: Electronic commerce - Near field communication

Uncontrolled terms: Gerontechnology - Malaysia - Older adults - Quality of life - Technology adoption - Underlying factors

Classification code: 722.3 Data Communication, Equipment and Techniques

Data Communication, Equipment and Techniques

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

10. Integrating personality and emotion for human crowd simulation

Accession number: 20160902040727

Authors: Sinclair, Jacob (1); Lui, Carrie Siu Man (1)

Author affiliation: (1) James Cook University, Australia

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 300-307

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Existing research attempts to create realistic crowd simulations by incorporating personality and emotion into intelligent agents. However, personality and emotion were considered separately in existing studies, where the interactions of them are ignored. The main objective of this paper is to propose and implement a framework for crowd simulation with integration of the impacts and interactions of personality and emotion. An interactive solution based on the proposed framework is also developed for visualizing the crowd navigation behavior and collecting the related trajectory data. Three simulated scenarios: pass through, narrow passage, and emergence situation are used to validate the framework and compare the results with recent studies.

Number of references: 14

Main heading: Behavioral research

Controlled terms: Decision making - Electronic commerce - Electronics industry - Intelligent agents

Uncontrolled terms: Crowd Simulation - Emergency scenario - Human crowd - Navigation behavior - Trajectory data

Classification code: 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

11. Cloud computing adoption: A mapping of service delivery and deployment models

Accession number: 20160902040709

Authors: Eid, Mustafa I.M. (1); Al-Jabri, Ibrahim M. (1); Sohail, M. Sadiq (1); Syed, Kashif Jalal (1)

Author affiliation: (1) King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 160-165

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The recent upward trend in adopting cloud computing by businesses worldwide reflects the captivating opportunity of cost effective computing brought by cloud computing to replace the traditional IT computing services model. However, the decision to adopt cloud computing is somewhat complex. This paper will review the literature of cloud computing service and deployment models with the aim to determine the relevant characteristics of both service delivery and deployment models. Then, the authors will develop a mapping between the two sets of characteristics of cloud computing models. The mapping will lead to the development of a decision-making framework for managing cloud-computing adoption.

Number of references: 24

Main heading: Cloud computing

Controlled terms: Cost effectiveness - Decision making - Electronic commerce - Electronics industry - Mapping

Uncontrolled terms: Cloud computing services - Cloud deployments - Cloud services - Computing services - Decision-making frameworks - Deployment models - Managing cloud computing adoption - Service delivery

Classification code: 405.3 Surveying

Surveying

- 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 912.2 Management

Management

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

12. Internet of things (IoT) in e-commerce for people with disabilities

Accession number: 20160902040728

Authors: Sohaib, Osama (1); Kang, Kyeong (1)

Author affiliation: (1) University of Technology Sydney, Australia

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 308-311

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The Internet of Things (IoT) perceives and recognizes the physical world by taking advantage of smart devices. The world's largest minority are people with disabilities. IoT can lower barriers for the disabled people in accessing information. Increasing Internet accessibility can help to make that happen for both social and economic benefit. This paper presents the proposed integrated framework of the IoT and cloud computing for people with disabilities such as sensory (hearing and vision), motor (limited use of hands) and cognitive (language and learning disabilities) impairments in the context of business-to-consumer (B2C) e-commerce context. We conclude that IoT-enabled services offer great potential for success of disabled people in the context of e-commerce.

Number of references: 24

Main heading: Internet of things

Controlled terms: Audition - Electronic commerce - Electronics industry

Uncontrolled terms: Business to consumer (B2C) E commerces - Disable user - eBusiness - Integrated frameworks - Internet of thing (IOT) - Internet of Things (IOT) - Learning disabilities - People with disabilities

Classification code: 461.4 Ergonomics and Human Factors Engineering
Ergonomics and Human Factors Engineering

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

13. The impact of internet of things technologies on supply chain performance: The mediating role of competitive strategy

Accession number: 20160902040652

Authors: Weng, Wei-Hsiu (1); Lin, Woo-Tsong (1)

Author affiliation: (1) National Chengchi University, Taiwan

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 433-440

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Recent advancement of Internet of Things (IoT) technologies has invoked tremendous attention from both academics and industries. The emerging IoT technologies not only serve as possible new tools for enterprise operation, but also trigger impacts in the management arena such as supply chain management (SCM). This study investigates the role of competitive strategy underlying the link between IoT technologies and supply chain performance. By referring to the resource?strategy?performance model, this study builds a research framework in which three strategic positions of firms-low cost, differentiation and market focus-mediate the effect of IoT technologies on supply chain performance. Empirical survey and analysis of enterprise data are conducted to test the hypotheses. The test results support the mediation effects of competitive strategies. Research contributions and managerial implications are elaborated in the conclusions.

Number of references: 45

Main heading: Internet of things

Controlled terms: Big data - Cloud computing - Costs - Electronic commerce - Supply chain management

Uncontrolled terms: Competitive strategy - Mediation - Mobile app - Sensing - Supply chain performance

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

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing
Production Planning and Control; Manufacturing
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

14. An extended model of review helpfulness: Exploring the role of tie strength, perceived similarity, and normative susceptibility

Accession number: 20160902040702
Authors: Sun, Yongqiang (1); Tang, Jie (1); Sun, Yiyue (1); Yang, Shishu (1)
Author affiliation: (1) Wuhan University, China
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Volume: 2015-January
Part number: 1of1
Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015
Issue date: 2015
Publication year: 2015
Pages: 94-104
Language: English
ISSN: 16830040
Document type: Conference article (CA)
Conference name: 15th International Conference on Electronic Business, ICEB 2015
Conference date: December 6, 2015 - December 10, 2015
Conference location: Sha Tin, Hong kong
Conference code: 118797
Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong
Publisher: CEUR-WS
Abstract: Previous studies on review information evaluation focus on the important roles of two key factors namely argument strength and source credibility but pay less attention to how social influence and social relationship exert impact on this information evaluation behavior. To fill this research gap, based on the similarity-attraction theory and social capital theory, we articulate how source credibility is determined by two social relationship factors: tie strength and perceived similarity. Further, drawing upon the social influence model, we propose that the susceptibility to normative influence intensifies the impact exerted on source credibility by tie strength and perceived similarity. Also, relationships between argument strength and review helpfulness and between source credibility and review helpfulness are both moderated by normative susceptibility. A survey is conducted to test the proposed research model and the results suggest that hypotheses are supported. The results offer important and interesting insights to information systems research and practice.
Number of references: 65
Main heading: Economic and social effects
Controlled terms: Electronic commerce - Electronics industry - Social aspects
Uncontrolled terms: Dual-process theories - eWOM - Information evaluation - Similarity-attraction theory - Social capitals - Social influence model - Social relationships - Source credibilities
Classification code: 723.5 Computer Applications
Computer Applications
- 901.4 Impact of Technology on Society
Impact of Technology on Society
- 971 Social Sciences
Social Sciences
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

15. A study of the costs of cloud-based website parallel archiving system

Accession number: 20160902040699
Authors: Chao, David (1); Gill, Sam (1)

Author affiliation: (1) San Francisco State University, United States
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Volume: 2015-January
Part number: 1of1
Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015
Issue date: 2015
Publication year: 2015
Pages: 72-76
Language: English
ISSN: 16830040
Document type: Conference article (CA)
Conference name: 15th International Conference on Electronic Business, ICEB 2015
Conference date: December 6, 2015 - December 10, 2015
Conference location: Sha Tin, Hong kong
Conference code: 118797
Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong
Publisher: CEUR-WS
Abstract: Parallel Archiving System supports web applications that are periodically renewed, frequently changed in design and supporting technologies, and are required to keep the previous periods' applications operational in parallel with the current period application to form an easy-to-access archive for historical data. The system implements each period's application with a virtual machine to preserve the technologies and deploys it in a cloud platform. This paper studies the costs of a cloud-based Parallel Archiving System that include the cost of virtual machine, database server, data storage, business transactions and website traffic. This study will help a manager in determining how many of previous periods' applications an organization can afford to run for a given budget.
Number of references: 9
Main heading: Electronics industry
Controlled terms: Budget control - Cloud computing - Digital storage - Electronic commerce - Network security - Virtual machine - Websites
Uncontrolled terms: Archiving systems - Business transaction - Cloud platforms - Data-base servers - Parallel archiving - Supporting technology - WEB application - Website traffics
Classification code: 722.1 Data Storage, Equipment and Techniques
Data Storage, Equipment and Techniques
- 722.4 Digital Computers and Systems
Digital Computers and Systems
- 723 Computer Software, Data Handling and Applications
Computer Software, Data Handling and Applications
- 723.5 Computer Applications
Computer Applications
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

16. Opportunities and impacts of additive manufacturing: A literature review

Accession number: 20160902040734
Authors: Lau, Sim Kim (1); Leung, Nelson K.Y. (2)
Author affiliation: (1) School of Computing and Information Technology, Faculty of Engineering and Information Science, University of Wollongong, Australia; (2) Department of Information Systems, Entrepreneurship and Logistics, Faculty of Business and Law, Swinburne University of Technology, Australia
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Volume: 2015-January
Part number: 1of1
Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015
Issue date: 2015
Publication year: 2015
Pages: 350-353
Language: English

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Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Additive manufacturing industry has experienced tremendous growth in the last decade. This paper aims to address the lack of insights and systematic research by investigating opportunity and impact of potential economic benefits of AM. Our results show that the number of publications in the AM research has increased exponentially since 2009. The papers have been identified into five themes: applications, country, opportunity, economics and social. Our results show that there are an increasing number of papers that investigate economic and social benefits of AM.

Number of references: 49

Main heading: Economic and social effects

Controlled terms: 3D printers - Additives - Electronic commerce - Electronics industry

Uncontrolled terms: 3-D printing - Economic and social benefits - Economic benefits - Literature reviews - Systematic research

Classification code: 723.5 Computer Applications

Computer Applications

- 745.1.1 Printing Equipment

Printing Equipment

- 803 Chemical Agents and Basic Industrial Chemicals

Chemical Agents and Basic Industrial Chemicals

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

17. Introduction of a smart diet manager in IoT

Accession number: 20160902040729

Authors: Jiang, Xing-Ru (1); Chen, Long-Fei (1); He, Qi (1)

Author affiliation: (1) NanFang College of Sun Yat-Sen University, China

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 312-316

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Excessive consumption leads to 7 trends of crises, including destruction of the atmosphere, energy crisis, social decline and conflicts. Over consumption also deteriorates human health. To reduce excessive consumption not only can improve health, it can also reduce transportation from consumption, livestock raise and sale, and medical care. The reducing over consumption can benefit human health and environmental protection through supply chain management. This motivates us to devise an innovative product. Our imaginative innovative product is a new smart diet manager (DM). After a survey to potential users, it reveals that the new features can help reduce the excessive

consumption and deterioration of the human health as well as the destruction of environment. Enterprises can also achieve their social responsibilities through the implementation and popularization of the DM as soon as possible.

Number of references: 5

Main heading: Internet of things

Controlled terms: Agriculture - Deterioration - Electronic commerce - Electronics industry - Energy policy - Health - Managers - Supply chain management

Uncontrolled terms: Consumption - Energy crisis - Human health - Innovative product - Potential users - Smart - Social responsibilities

Classification code: 461.6 Medicine and Pharmacology

Medicine and Pharmacology

- 525.6 Energy Policy

Energy Policy

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 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

- 912.4 Personnel

Personnel

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 951 Materials Science

Materials Science

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

18. App-privacy as an abstract value-approaching contingent valuation for investigating the willingness to pay for app privacy

Accession number: 20160902040703

Authors: Buck, Christoph (1)

Author affiliation: (1) University of Bayreuth, Germany

Corresponding author: Buck, Christoph(Christoph.buck@uni-bayreuth.de)

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 105-115

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Apps can be seen as the embodiment of ubiquitous computing, i.e. the creation of environments saturated with computing and communication capability, integrated with human users. App markets are typical examples of so-called free or freemium markets, i.e. most apps include (at least) a free basic version. However, this does not mean that consumers do not have to pay for the benefits they derive. More precisely, private information of consumers is

generated as the majority of apps receives, stores, or processes personal data, although sometimes other revenue mechanisms are used simultaneously. Given the fact that consumers' information privacy as personal data privacy is a major part of the economic exchange when downloading and using apps, app privacy is determined as an attribute of the value proposition of apps. The current paper approaches the contingent valuation for measuring the willingness to pay for app privacy as an abstract value.

Number of references: 53

Main heading: Data privacy

Controlled terms: Electronic commerce - Electronics industry - Ubiquitous computing

Uncontrolled terms: Communication capabilities - Contingent valuations - Economic exchange - Information privacy - Private information - Security - Value proposition - Willingness to pay

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

19. Applying an eye-tracker to study effects of using human presenter in product image

Accession number: 20160902040704

Authors: Prasitvipat, Ploykamon (1); Rattanawicha, Pimmanee (1)

Author affiliation: (1) Chulalongkorn University, Thailand

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 116-122

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: This study applies an eye-tracker to investigate effects of using human presenter in product images. Fixation duration of five different product images on e-commerce webpages were collected using Mirametrix S2 Eye Tracker. The five different product images are [2] using no human presenter in product image, [1] using male presenter with positive emotion (smiling face) in product image, [3] using male presenter with neutral emotion in product image, [4] using female presenter with positive emotion (smiling face) in product image, and [6] using female presenter with neutral emotion in product image. This study was conducted in a laboratory. The data was collected from 100 undergraduate students from Chulalongkorn Business School, Thailand. The result indicates that product image with positive emotion female presenter gets the highest fixation duration, however, not significantly higher than fixation duration of other types of product images.

Number of references: 7

Main heading: Eye tracking

Controlled terms: Electronic commerce - Electronics industry - Students

Uncontrolled terms: Business schools - Eye trackers - Fixation duration - Human presenter - Investigate effects - Positive emotions - Product images - 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

20. An assessment model for information system's risk based on Entropy method and Grey theory

Accession number: 20160902040701

Authors: Duan, Jinli (1); Zhang, Qishan (2)

Author affiliation: (1) School of Pharmacy, Fujian University of Chinese Traditional Medicine, School of Economics and Management, Fuzhou University, Fuzhou City, Fujian Province, China; (2) School of Economics and Management, Fuzhou University, Fuzhou City, Fujian Province, China

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 87-93

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: In the process of risk assessment of information system, the risk assessment method and model are the key point. This paper analyzes the risk assessment methods of the information system, and points out the limitations of some methods. Considering the grey and dynamic characteristics of the evaluation index, the evaluation model based on Entropy Method and Grey Theory is presented, and the validity of the method is demonstrated by an example.

Number of references: 10

Main heading: Risk assessment

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

Uncontrolled terms: Assessment models - Dynamic characteristics - Evaluation index - Evaluation modeling - Grey class - Risk assessment methods - Risk levels - Weight functions

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 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

21. Understanding intention to repurchase on auction websites from users' it reliance

Accession number: 20160902040657

Authors: Hsu, Yu-Wei (1); Gardner, Lesley (1); Srinivasan, Ananth Asuri (1)

Author affiliation: (1) University of Auckland, New Zealand

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 474-483

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Does the level of users' information technology (IT) reliance lead to differences in the motivation of their intention to repurchase on auction websites? This study identifies two seller service propositions that positively affect buyers' repurchase intentions either directly or indirectly and aims to make two important contributions. First, this study introduces the concept of service provision, which suggests that buyers' expectations of service and their perception of service provision around purchase has an impact on customers' intention to repurchase from the same online seller in auction website. Second, this study examines the impact of service provision on buyers' repurchase intention both directly and indirectly.

Number of references: 34

Main heading: Websites

Controlled terms: Electronic commerce - Electronics industry - Sales

Uncontrolled terms: IT reliance - On-line service - Online sellers - Repurchase intention - Service provisions

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

22. Classifying real money trading in virtual world

Accession number: 20160902040708

Authors: Nazir, Mohamed (1); Lui, Carrie Siu Man (1)

Author affiliation: (1) James Cook University, Australia

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 149-159

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Virtual world activities related to the buying and selling of virtual currency, virtual items, and services with real world money are referred as Real Money Trading (RMT). Although there is a great deal of evidence for the growth of RMT in virtual world, there is also evidence to suggest that many companies are struggling to become involved with RMT. A framework for classifying RMT in virtual world is essential for devising successful virtual business strategies. A key component in the process of formulating the optimal competitive strategy is to understand the unique characteristics of RMT and the implications behind those characteristics. This study aims to propose a classification of RMT based upon the characteristics of products and services, the transaction and marketplace, as well as the currency and exchange systems.

Number of references: 36

Main heading: Virtual reality

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Second Life - Virtual economy - Virtual goods - Virtual properties - Virtual worlds - World of Warcraft

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

23. Understanding the role of IoT technologies in supply ecosystems

Accession number: 20160902040658

Authors: Lin, Angela (1); Madden, Andrew (1)

Author affiliation: (1) University of Sheffield, United Kingdom

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 484-491

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: This paper introduces the concept of supply ecosystems for exploring the role of the Internet of Things (IoT) and its technologies in value added activities. The paper argues that the IoT has a role in helping to understand the information problems that firms face, and in identifying the way in which IoT technologies can help. To achieve this, the paper examines the vision and scope of the IoT and its perceived potential value to firms. Then, based on the available literature, the paper furthers the existing concept of supply ecosystems and argues that the potential value of the IoT to businesses can only be realized if a holistic, more ecological perspective, is used. The paper hence proposes that supply ecosystems can be used to understand the value of IoT in solving information problems.

Number of references: 39

Main heading: Internet of things

Controlled terms: Decision making - Ecosystems - Electronic commerce - Electronics industry - Supply chains

Uncontrolled terms: Information - Internet of thing (IOT) - Potential values - Value-added activity

Classification code: 454.3 Ecology and Ecosystems

Ecology and Ecosystems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 912.2 Management

Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

24. Electronic tourism quality for enhancing tourist relationship

Accession number: 20160902040718

Authors: Rotchanakitumnuai, Siriluck (1); Punnachaiya, Panjarasi (1); Kointarangkul, Surat (1); Khanti, Wanchai (1)

Author affiliation: (1) Thammasat Business School, Thailand

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 237-240

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The objectives of this paper are to identify the components of the E-tourism quality and to determine E-tourism quality factors that have impact on enhancing tourist relationship. Data was collected from Thai and foreign tourists. Exploratory factor analysis was conducted to determine the components for E-tourism quality. The results show that the two major components of E-tourism quality are E-service quality and E-marketing management quality. E-tourism service quality consists of four dimensions which are 1) website design quality, 2) E-service design quality, 3) technology quality and 4) customer service quality. E-marketing management, E-service design, technology quality and customer service quality have impact on tourist relationship. E-marketing management quality has the highest influence on enhancing tourist relationship whereas website design quality has no impact.

Number of references: 33

Main heading: Tourism

Controlled terms: Electronic commerce - Electronics industry - Factor analysis - Marketing - Quality of service - Web Design - Websites

Uncontrolled terms: Customer services - E- services - E-service quality - eTourism - Exploratory factor analysis - Four dimensions - Quality factors - Relationship

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

- 922.2 Mathematical Statistics

Mathematical Statistics

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

25. How does the business model affect the corporation performance?

Accession number: 20160902040724

Authors: Yan, Jinjiang (1); Zeng, Xueling (1); Li, Xiaoping (1); Zhang, Jingwen (1)

Author affiliation: (1) Sichuan University, China

Corresponding author: Li, Xiaoping(lixiaoping@scu.edu.cn)

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

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

Volume: 2015-January

Part number: 1of1

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Pages: 282-284

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: In recent years, the business model has become more and more concerned, and both the academic and business circles are aware of its importance. This paper analyzes and classifies the business model of e-commerce enterprises, as well as refines the e-commerce enterprise performance index. In this paper, the data of 22 e-commerce companies listed in the United States are collected. The classification indicators of e-commerce business model include target market, business pattern and asset structure. Through the combination of three categories of indicators, the selected 22 companies are divided into 10 categories. And the performance of e-commerce enterprises is measured by profitability indicators, operating efficiency indicators and growth potential indicators. Through the one-way ANOVA, it is found that the business model of electronic business company has caused the difference of business performance to some extent, and the influence of different dimensions of performance is also diverse.

Number of references: 13

Main heading: Electronics industry

Controlled terms: Electronic commerce

Uncontrolled terms: Business modeling - Business performance - Corporation performance - E-commerce business - E-commerce enterprise - Electronic business - Growth potential - Operating efficiency

Classification code: 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

26. Organizational motivation: A socio emotional engagement pathway for inter-generational integration

Accession number: 20160902040735

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

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

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

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Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 354-362

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: A socio-emotional regulatory intersection between elder and younger individuals across their career-span in an organization offer insight into inter-generational motivational differences. When applied through an organizational hierarchy of needs framework a combined psychological pathway of organizational motivation (OM); and return on

investment (ROI) can explain aspects of an individual's organizational engagement. This quantitative study of 199 College of Organizational Psychologist members supports OM as an intermediary between ROI and three deliverance levels of organizational engagement (vision, mission and goals). This study shows socio-emotional regulation (in an organizational context) and OM (as a hierarchical engagement tool) as conjointly influencing OM so that individuals can better bridge inter-generational gaps. Further, an OM approach used strategically when attracting employees with talent, when developing talent, and when integrating generations can add to the organization's competitive position.

Number of references: 49

Main heading: Electronics industry

Controlled terms: Electronic commerce - Motivation - Profitability

Uncontrolled terms: Behavior theory - Emotion - Needs - Re-turn-on - Social identity

Classification code: 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 912.4 Personnel

Personnel

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

27. A new innovative IoT watch reduces excessive consumption and its implications to green logistics

Accession number: 20160902040692

Authors: Lee, Si-Ting (1); Chen, Long-Fei (1); Zhu, Hui-Guo (1)

Author affiliation: (1) NanFang College of Sun Yat-Sen University, China

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

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Volume: 2015-January

Part number: 1of1

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Conference name: 15th International Conference on Electronic Business, ICEB 2015

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Excessive consumption leads to 7 trends of crises, including destruction of the atmosphere, energy crisis, social decline and conflicts. Over consumption also deteriorates human health. To reduce excessive consumption not only can improve health, it can also reduce transportation from consumption, livestock raise and sale, and medical care. The reducing over consumption can benefit human health and environmental protection through supply chain management. This motivates us to devise an innovative product. Our imaginative innovative product is a new smart watch (SW) which improves several new features based on Apple Watch. After a survey to potential users, it reveals that the new features can help reduce the excessive consumption, deterioration of the human health, transportation, healthcare as well as the destruction of the environment. Enterprises can also achieve their social responsibilities through the implementation and popularization of the SW as soon as possible.

Number of references: 6

Main heading: Internet of things

Controlled terms: Agriculture - Deterioration - Electronic commerce - Electronics industry - Energy policy - Health - Supply chain management - Watches

Uncontrolled terms: Energy crisis - Green logistics - Human health - Innovative product - Potential users - Social responsibilities

Classification code: 461.6 Medicine and Pharmacology
Medicine and Pharmacology
- 525.6 Energy Policy
Energy Policy
- 723 Computer Software, Data Handling and Applications
Computer Software, Data Handling and Applications
- 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
- 943.3 Special Purpose Instruments
Special Purpose Instruments
- 951 Materials Science
Materials Science
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

28. Are people really concerned about their privacy?: Privacy paradox in mobile environment

Accession number: 20160902040705
Authors: Park, Yongjin (1); Ju, Jaehyeon (1); Ahn, Jae-Hyeon (1)
Author affiliation: (1) KAIST, Korea, Republic of
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Volume: 2015-January
Part number: 1of1
Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015
Issue date: 2015
Publication year: 2015
Pages: 123-128
Language: English
ISSN: 16830040
Document type: Conference article (CA)
Conference name: 15th International Conference on Electronic Business, ICEB 2015
Conference date: December 6, 2015 - December 10, 2015
Conference location: Sha Tin, Hong kong
Conference code: 118797
Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong
Publisher: CEUR-WS
Abstract: The wide spread of mobile devices enables people to use the Internet everywhere. It provides people convenience in various aspects. However, they also are exposed to the risk of personal information leakage and privacy invasion. No previous study has examined whether the behaviors of people are influenced by their awareness of privacy in a mobile environment. With the ever-increasing importance of privacy issues, our study examines the critical relationship between individual privacy concerns and its behavior. The data is the media diary or 10, 174 individuals' media usage for three days, collected by the Korea Information Society Development Institute (KISDI) in 2014. Our result suggests that privacy concern has a positive influence on the smartphone usage, mobile application purchase and in-app purchase. It implies that the individual privacy concern does not correspond to his or her actual behaviors, which is paradoxical.
Number of references: 36
Main heading: Data privacy
Controlled terms: Behavioral research - Electronic commerce - Electronics industry - Mobile computing
Uncontrolled terms: Individual privacy - Information society - Mobile applications - Mobile environments - Personal information - Privacy concerns - Privacy invasions - Privacy issue
Classification code: 716 Telecommunication; Radar, Radio and Television

Telecommunication; Radar, Radio and Television

- 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

29. Neighborhood overlapped propagation algorithm for community detection based on label time-sequence

Accession number: 20160902040731

Authors: Hong, Yuling (1); Zhang, Qi-Shan (1)

Author affiliation: (1) College of Economics and Management, Fuzhou University, China

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

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Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

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Pages: 323-327

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The community detection algorithms based on label propagation (LPA) receive broad attention for the advantages of near-linear complexity and no prerequisite for any object function or cluster number. However, the propagation of labels contains uncertainty and randomness, which affects the accuracy and stability of the LPA algorithm. In this study, we propose an efficient detection method based on COPRA with Time-sequence (COPRA-TS). Firstly, the labels are sorted according to a new label importance measure. Then, the label of each vertex is updated according to time-sequence topology measure. The experiments on both the artificial datasets and the real-world datasets demonstrate that the quality of communities discovered by COPRA-TS algorithm is improved with a better stability. At last some future research topics are given.

Number of references: 34

Main heading: Clustering algorithms

Controlled terms: Electronic commerce - Electronics industry - Population dynamics - Topology

Uncontrolled terms: Artificial datasets - Community detection - Community detection algorithms - Efficient detection - Label propagation - Neighborhood topology - Propagation algorithm - Time sequences

Classification code: 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

30. Exploring driving factors for consumers' acceptance of E-commerce in Chinese rural areas

Accession number: 20160902040721

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

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

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 258-261

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Despite the rapid development of E-Commerce in global cities, residents in relative lagging areas are still facing issues to benefit from this technology. Such issues are like lack of computing equipment, inadequate technical skills, and expensive delivery services. To alleviate such issues, Chinese E-Commerce organizations (e.g., Alibaba) built up thousands of service stations in Chinese rural areas, and provided resources and services for local residents. In this research, we aim to investigate consumers' acceptance of E-Commerce in such areas. The potential factors which may influence the consumers' acceptance of E-commerce in such areas are explored according to a literature analysis. We propose a research model by incorporating the factors, such as perceived accessibility, perceived safety, and social influence, based on the Technology Acceptance Model. An empirical study is planned to validate this research model in the future.

Number of references: 25

Main heading: Economic and social effects

Controlled terms: Developing countries - Electronic commerce - Electronics industry - Rural areas

Uncontrolled terms: Consumer acceptance - Delivery service - Empirical studies - Literature analysis - Social influence - Technical skills - Technology acceptance model - User acceptance

Classification code: 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

31. Relationship between audience engagement on social media and broadcast media ratings

Accession number: 20160902040736

Authors: Park, Sangun (1); Kang, Juyoung (2); Bang, Youngsok (3); Han, Kunsoo (4)

Author affiliation: (1) Kyonggi University, Korea, Republic of; (2) Ajou University, Korea, Republic of; (3) Chinese University of Hong Kong, Hong Kong; (4) McGill University, Canada

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 363-368

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: People often share their opinions or impressions about TV shows (e.g., dramas) with other viewers through social media such as personal blogs and Twitter. As such, broadcast media, especially TV, lead to audience engagement on social media. Moreover, the audience engagement, in turn, impacts broadcast media ratings. Social TV analyzes audience's TV-related social media behaviors and tries to use the behaviors in marketing activities such as advertisement; however, this is purely based on the quantity of engagement in social media. In this study, we analyze the subjects of the audience engagement on social media about specific TV dramas through topic modeling, and examines the relationship between changes in the topics and viewer ratings of the TV dramas.

Number of references: 14

Main heading: Social networking (online)

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Broadcast media - Marketing activities - Social media - Social TV - Topic Modeling - Topic trend

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

32. A conceptual model of factors affecting popularity of marketing videos on video sharing sites

Accession number: 20160902040690

Authors: Narkbuakaew, Jakapan (1); Chantatub, Wachara (1); Unahanandh, Sawika (1)

Author affiliation: (1) Chulalongkorn Business School, Chulalongkorn University, Bangkok; 10330, Thailand

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 10-16

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Recent studies indicate that 84% of marketers are using video on the websites and 90% of viewers say that watching a video is helpful in the buying decision process. YouTube is one of the most popular free video sharing sites that marketers use to disseminate online video advertisements to their audiences. With this kind of service, video advertisements have a chance to spread more widely than before. Therefore, we are interested in studying the

correlation between various factors of video advertisements and the popularity of such video advertisements. In this study, we reviewed prior research as well as other sources on viral factors, popularity of marketing videos, and video sharing sites. Then, we proposed a conceptual model for our future research on the factors that affect the popularity of marketing videos published on video sharing sites. The Interactive Advertising Model (IAM) is adopted as a tool for evaluating the popularity of marketing videos uploaded on video sharing sites.

Number of references: 31

Main heading: Marketing

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Advertising models - Buying decisions - Conceptual model - Online video - Video sharing - Viral factors - YouTube

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Numerical data indexing: Percentage 8.40e+01%, Percentage 9.00e+01%

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

33. The effect of perceived transparency, perceived reputation and perceived security on consumer trust and purchase intention

Accession number: 20160902040650

Authors: Feng, Zhou (1)

Author affiliation: (1) Shandong Institute of Commerce and Technology, Ji'nan, China

Corresponding author: Feng, Zhou(zhoufengkey@163.com)

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 417-426

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Transparency, seller's reputation and website security are considered to be important factors of the website that influence customer purchasing decisions in Internet shopping in China. This paper empirically examines the relative influence they have on online purchasing decisions for customers. We perform structural equation analysis with a sample of 306 observations. The results of this study revealed that perceived security and perceived reputation are critical factors affecting consumer trust, perceived transparency is the factor most closely associated with purchase intention. These findings suggest that perceived transparency plays a significant role in increasing consumer's purchase intention. The knowledge of their relative impacts in their relative roles over customer transaction experience is useful in developing customized sales strategies. The results of this study revealed that perceived transparency exerted a stronger effect than perceived reputation on purchase intentions for customers of an online store.

Number of references: 31

Main heading: Sales

Controlled terms: Behavioral research - Electronic commerce - Electronics industry - Purchasing - Transparency - Websites

Uncontrolled terms: Customer trust - Online purchasing - Perceived reputation - Perceived securities - Purchase intention - Purchasing decisions - Structural equation analysis - Website securities

Classification code: 723.5 Computer Applications
Computer Applications
- 741.1 Light/Optics
Light/Optics
- 971 Social Sciences
Social Sciences
Compendex references: YES
Database: Compendex
Compilation and indexing terms, Copyright 2021 Elsevier Inc.
Data Provider: Engineering Village

34. On IoT impact of supply chain visibility

Accession number: 20160902040732
Authors: Chu, Sung-Chi (1); Leung, Jerrel (1); Cheung, Waiman (1)
Author affiliation: (1) Department of Decision Sciences and Managerial Economics, Chinese University of Hong Kong, Hong Kong
Source title: Proceedings of the International Conference on Electronic Business (ICEB)
Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
Volume: 2015-January
Part number: 1of1
Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015
Issue date: 2015
Publication year: 2015
Pages: 328-332
Language: English
ISSN: 16830040
Document type: Conference article (CA)
Conference name: 15th International Conference on Electronic Business, ICEB 2015
Conference date: December 6, 2015 - December 10, 2015
Conference location: Sha Tin, Hong kong
Conference code: 118797
Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong
Publisher: CEUR-WS

Abstract: Supply chain visibility (SCV) is much sought after in supply chain management, yet SCV remains an intangible topic with no tangible artifacts. The on-demand visibility view required of one decision maker, the seeing role, in a supply chain is quite different to any others-context specific, and managerial varied. Data available for the view must be collected and captured by the being seen role with on-target provenance. IoT technology becomes an integrative glue in supply chain integration fabrics, facilitating on-target design with manageable end-to-end visibility. In this paper, we propose a duality SCV framework to operationalize visibility. Contributions of the paper are firstly to bring current SCV discussions into focus to how IoT technology deployment can be formulated with on-target precision by the being seen, and secondly to extend to how ondemand supply chain visibility to the seeing is enabled anywhere anytime.

Number of references: 22
Main heading: Internet of things
Controlled terms: Decision making - Electronic commerce - Electronics industry - Radio frequency identification (RFID) - Supply chain management - Visibility
Uncontrolled terms: Decision makers - End to end - Is-enabled - SCOR - Supply chain visibility - Supply-chain integration - Target design - Technology deployment
Classification code: 716.3 Radio Systems and Equipment
Radio Systems and Equipment
- 723 Computer Software, Data Handling and Applications
Computer Software, Data Handling and Applications
- 723.5 Computer Applications
Computer Applications
- 741.2 Vision
Vision
- 912 Industrial Engineering and Management
Industrial Engineering and Management
- 912.2 Management

Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

35. How Piyo Piyo peddles from a small pond to the vast sea

Accession number: 20160902040725

Authors: Tsao, Sheng-Hao (1); Lin, Shu-Chiung (2); Huang, Eugenia Y. (1)

Author affiliation: (1) Dept. of Management Information Systems, National Chengchi University, Taiwan; (2) Dept. of Information Management, Tatung University, Taiwan

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 285-289

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Piyo Piyo, yellow duck, from Cayman Tung Ling Industrial Co., Ltd. is not unfamiliar to those who were born in the 70's and 80's, merchandise and toys of the brand are their childhood memories. Tung Ling's Piyo Piyo was found in 1988, over the years, it has over 400 retail branches around the world; however, in this Internet prospered 21st era, even an old brand, such as Tung Ling needs to use its advantages to elevate itself from competitions, especially in e-commerce field. One of the major tasks for Tung Ling is to build and develop a method for e-commerce, and the founder of the company listed this effort as one of the ten key accomplishments within the next 10 years; moreover, it will have more professionals and active discussions regarding the matter in order to thrive in web commerce.

Number of references: 28

Main heading: Mobile commerce

Controlled terms: Electronic commerce - Electronics industry - Mobile computing - Mobile telecommunication systems

Uncontrolled terms: Childhood memory - Third party payments - Web 2.0 - Web commerce

Classification code: 716 Telecommunication; Radar, Radio and Television

Telecommunication; Radar, Radio and Television

- 723.5 Computer Applications

Computer Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

36. Research of e-commerce enterprises capability maturity theory and initial model construction

Accession number: 20160902040737

Authors: Peng, Lifang (1); Feng, Weixi (1); Li, Chao (1); Han, Shuihua (1)

Author affiliation: (1) Xiamen University, China

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 369-380

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: With the constant development and evolution of "Internet+" strategic thinking, the electronic commerce enterprises have obtained the unprecedented growth, but also faced with great survival pressure and challenges. This research is based on the review and combing the historical development of capability maturity and in the light of the characteristics of e-commerce enterprises building a capability maturity model which contains five levels: the initial level, the repeatable level, the standard level, the managed level and the optimal level and five dimensions: strategy, organization, process, personnel and technical support. The capability maturity initial model of e-commerce enterprises establishes basic demand are obtained earnings, controlling risk and optimizing resources and with different stages of target the capabilities the electronic commerce enterprises should owned, at last this model generalizes a clear direction and standard for the e-commerce enterprises management.

Number of references: 59

Main heading: Electronic commerce

Controlled terms: Electronics industry - Internet - Software engineering

Uncontrolled terms: Capability maturity models - Different stages - E-commerce enterprise - Historical development - Model construction - Optimal level - Strategic thinking - Technical support

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

37. Supply chain reactions to the rise of the internet of things: Reseller adoption of smart microgrid solutions

Accession number: 20160902040646

Authors: Westerlund, Mika (1); Rajala, Risto (2); Kavandi, Hamidreza (1); Rajahonka, Mervi (2); Leminen, Seppo (3)

Author affiliation: (1) Carleton University, Canada; (2) Aalto University, Finland; (3) Laurea University of Applied Sciences, Finland

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 394-400

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: This study applies technology adoption and strategic orientation theories to investigate the reseller adoption of smart microgrids (SMGs). These intelligent power generation solutions, operating on the Internet of Things (IoT) technology, rely on sustainable energy sources to supply small-scale loads. Using data from 100 power system resellers in North America, the study reveals that resellers' performance expectancy and vendors' innovation orientation foster reseller adoption of SMG solutions, while adoption is not driven by resellers' effort expectancy. Furthermore, supply chain members play a crucial role in IoT technology diffusion, but the existing research lacks comprehensive models to help illuminate reseller adoption.

Number of references: 66

Main heading: Internet of things

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

Uncontrolled terms: Comprehensive model - Intelligent power generation - Internet of thing (IOT) - Reseller - Smart Micro Grids - Strategic orientation - Technology adoption - Technology diffusion

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 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

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

38. Effects of supply chain strategies and practices on firm performance

Accession number: 20160902040715

Authors: Cheung, Waiman (1); Chang, Man Kit (2); Leung, Jerrel (1)

Author affiliation: (1) Chinese University of Hong Kong, Hong Kong, Hong Kong; (2) Hong Kong Baptist University, Hong Kong

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

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

Volume: 2015-January

Part number: 1of1

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Issue date: 2015

Publication year: 2015

Pages: 211-217

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: A number of studies have looked at the impacts of supply chain strategies on firm performance. Yet, how different supply chain practices translate to firm performance remains unclear. Drawing from the resource based view, this study investigates the role of supply chain capabilities in mediating the relationships between supply chain practices and firm performance. A survey was conducted with 171 manufacturing firms in five Chinese cities to empirically validate the research model. Our findings suggest that, supply chain practices, as driven by supply chain strategies, create different supply chain capabilities and lead to firm performance. The findings shed some lights on the mechanism in which supply chain strategies and practices translate into firm performance.

Number of references: 56

Main heading: Supply chains

Controlled terms: Electronic commerce - Electronics industry - Industrial research

Uncontrolled terms: Chinese cities - Firm Performance - Manufacturing firms - Research models - Resource-based view - Resources based - Supply chain practices - Supply chain strategy

Classification code: 723.5 Computer Applications

Computer Applications

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 912.1 Industrial Engineering

Industrial Engineering

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

39. A case study of research trends of internet of things

Accession number: 20160902040689

Authors: Tsai, Hsuhao (1)

Author affiliation: (1) Chihlee University of Technology, Taiwan

Corresponding author: Tsai, Hsuhao(simon705@mail.chihlee.edu.tw)

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

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Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 1-9

Language: English

ISSN: 16830040

Document type: Conference article (CA)

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: In recent years, the technologies of Internet of Things (IoT) have been catching the focus of researchers from academia, industry, and government. Applying bibliometric method, this paper begins to explore the status of IoT from 1992 to 2015 by locating heading "Internet of Things" as topic in the SSCI database. This paper surveys and classifies IoT articles using the following eight categories-publication year, citation, document type, country/territory, institute name, language, source title and research area-for different distribution status in order to find the difference and how IoT technologies and applications have developed in this period. Furthermore, the paper performs the K-S test to check whether the distribution of author article production of IoT follows Lotka's law or not. Finally, conclusion and limitation of IoT will be addressed.

Number of references: 24

Main heading: Internet of things

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Bibliometric - Different distributions - Internet of Things (IOT) - K-S test - Lotka's laws - Paper surveys - Research trends - Technologies and applications

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

40. The rise of the machines: Robotis, a frontier in educational and industrial robots in Korea

Accession number: 20160902040654

Authors: Ahn, Joongho (1); Ahn, Jeehyun (2); Oh, Sehwan (2)

Author affiliation: (1) Graduate School of Business, Seoul National University, Korea, Republic of; (2) College of Business Administration, Seoul National University, Korea, Republic of

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 449-455

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Robot industry is quickly becoming one of the fastest growing markets in the world. Already used in various fields, robots are replacing more and more labors. The prospects for this industry is quite bright since many countries in the world are adoptin g programs and policies to develop the robot markets. In this paper, we will look into a Korean venture firm that is growing together with the robot industry: ROBOTIS. Beginning with the growth story of ROBOTIS, we will analyze the business environment the firm is facing. We will also look into the main products of ROBOTIS and how they correspond with the trend of the robot industry.

Number of references: 13

Main heading: Educational robots

Controlled terms: Electronic commerce - Electronics industry - Industrial robots

Uncontrolled terms: Business environments - Growing markets - Robotis

Classification code: 723.5 Computer Applications

Computer Applications

- 731.6 Robot Applications

Robot Applications

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

41. Research on the construction of personas model based on k-means clustering algorithm

Accession number: 20160902040644

Authors: Cheng, Quan (1); Liu, Dengfu (1); Zhou, Lanfang (1)

Author affiliation: (1) School of Economics and Management, Fuzhou University, Fuzhou, Fujian; 350116, China

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

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Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

Publication year: 2015

Pages: 381-385

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: As a model framework of outlining the network target group and locking user's demand trait, Personas can be used to reveal the characteristics and behaviors of the user efficiently and accurately. Setting the data of SINA Weibo users as research object, a comprehensive description of the multi-dimensional user characteristics as the main purpose, the K-means clustering algorithm as a technical means, this paper mines the user data deeply, then builds a Personas model, finally visualizes the results of Personas model based on Matlab. In this paper, the proposed method of building a Personas model provides a reference for practical application problems, such as the accurate locking of potential users and the targeted delivery of network advertising.

Number of references: 6

Main heading: K-means clustering

Controlled terms: Behavioral research - Electronic commerce - Electronics industry - Locks (fasteners)

Uncontrolled terms: Application problems - High-precision - Model framework - Model-based OPC - Multi dimensional - Personas - Targeted delivery - User characteristics

Classification code: 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

42. Understanding competing application usage by integrating information system success model and network externality theory

Accession number: 20160902040656

Authors: Sun, Yongqiang (1); Tang, Jie (1); Sun, Yiyue (1)

Author affiliation: (1) Wuhan University, China

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

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Language: English

ISSN: 16830040

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Conference name: 15th International Conference on Electronic Business, ICEB 2015

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The D&M IS Success Model has been widely applied to evaluate the information system now. Since the connections and communications among individuals tend to be closer, this study introduces network externalities to the existing model. In addition, although previous studies view the information quality, system quality and service quality as independent variables without interactions, this research investigates the inter-relationships among them. Since there are so many applications with same functions in the competitive market, in this study we also try to understand competing application usage by integrating IS success model to see how individuals make a decision to select one from two choices, and analyze the theory in the relative evaluation by applying comparison by difference (e.g., "user's satisfaction towards A" minus "user's satisfaction towards B"). The result shows that network externalities have great

significance on three dimensions of quality, and its effect on service quality actually exerts by the mediating effects of information quality and system quality. The service quality was also proved to be affected positively by information quality and system quality. Thus, the current study not only contributes to the current theory by extending the model, but also provides some practical implications.

Number of references: 34

Main heading: Decision theory

Controlled terms: Electronic commerce - Electronics industry - Information analysis - Information systems - Information use - Quality of service

Uncontrolled terms: Competing application usage - Independent variables - Information quality - Integrating information - Inter-relationships - IS success model - Network externality - Service Quality

Classification code: 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 961 Systems Science

Systems Science

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

43. The impact of the collective rating presence on consumers' perception

Accession number: 20160902040653

Authors: Bao, Zhuolan (1); Chau, Michael (1)

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

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

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

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Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: In online markets, collective ratings by prior buyers are often displayed in a marked place and influential for later consumers. While the aggregated ratings transfer overall evaluation towards products, they might also bring biases to potential consumers. In this study, we hypothesize that collective rating, as a piece of information, acts as 1) a predisposition which affects people's perception towards other information; and 2) a risk level of product's performance which changes the way people perceive consensus or deviant word-of-mouth information from online reviews. Using online reviews of multiple product categories from Amazon.com, our study reveals the impact of collective ratings on consumers' perception of WOM information and sheds light upon the conflictive results on perception biases of product reviews. Implication for understanding and facilitating consumer perception of online reviews are discussed.

Number of references: 47

Main heading: Risk perception

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Consumer perception - Helpfulness - Multiple products - Online product reviews - Perceived risk - Predisposition - Product reviews - Word-of-mouth informations

Classification code: 723.5 Computer Applications

Computer Applications

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

44. The active and interactive thinking learning research in "flip education"

Accession number: 20160902040648

Authors: Wen, Jia-Rong (1); Chuang, Ming Kuang (2); Cheng, Kuo-Ming (2)

Author affiliation: (1) Department of Information Management, Kaohsiung, Taiwan; (2) Department of Industry Education, National Kaohsiung Normal University, Kaohsiung, Taiwan

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

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Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

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Conference location: Sha Tin, Hong kong

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: In 2014 a total of 183 schools and 40 high schools participating in the experiment, the schools are in the Tablet PC as a learning tool, application-oriented learning and teaching strategies topics flipped learning, so that students in the teacher's guide concept after active exploration program, in peer under the cooperative learning deepen CBC. After the rise of the majority of primary and secondary schools flipped classroom teacher began groping flip-teaching philosophy, the domestic schools have been put into digital teaching become common trend, there is a period of systematic research in schools to promote the use of the Internet and action vehicles, auxiliary in teaching of information technology equipment, emphasizes active learning, enhance learning interaction between teachers and learners understand and factors influencing teaching effectiveness, so with this initiative (active) and interactive (interactive) flip teaching experiment program.

Number of references: 17

Main heading: Learning systems

Controlled terms: Application programs - Auxiliary equipment - Electronic commerce - Electronics industry - Personal computers

Uncontrolled terms: Application-oriented - Cooperative learning - High order thinking skills - Information technology equipments - Interactive learning - Learning and teachings - Primary and secondary schools - Teaching effectiveness

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 901 Engineering Profession

Engineering Profession

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

45. Measuring the user experience and its importance to customer satisfaction: An empirical study for telecom e-service websites

Accession number: 20160902040730

Authors: Zhou, Ronggang (1); Shi, Yuhan (1); Zhang, Leyuan (2); Guo, Haiyan (2)

Author affiliation: (1) Beihang University, China; (2) China Mobile Research Institute, China

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

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Volume: 2015-January

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: In telecom settings, using e-service website has become an increasingly common activity among mobile users. As an important channel, website users experience that quality plays a key role for e-service or business successes. With the use of an online structured questionnaire, a total of 20,040 were surveyed to answer the questions in thirty-one provinces in China. With methods of Principal Component Analysis, a five-factor e-service website user experience questionnaire was examined, and the factors of perceived functional completion, perceived websites performance, quality of interface and interaction, quality of content and information, and quality of online customer support or service were found effectively to measure e-service website user experience quality. In addition, all of these five aspects in e-service website user experience were found to be significant in predicting overall customer satisfaction.

Number of references: 11

Main heading: User experience

Controlled terms: Customer satisfaction - Electronic commerce - Electronics industry - Sales - Surveys - Web Design - Websites

Uncontrolled terms: Business success - E- services - Empirical studies - Mobile users - Online customers - Quality of contents - Quality of interfaces - Telecom

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. A multi-objective closed-loop supply chain planning model with uncertainty

Accession number: 20160902040691

Authors: Fang, I-Wen (1); Lin, Woo-Tsong (1)

Author affiliation: (1) National Chengchi University, Taiwan

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

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Pages: 17-22

Language: English

ISSN: 16830040

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Conference name: 15th International Conference on Electronic Business, ICEB 2015

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Due to the topics such as the environmental issues, the governments' legislation, natural resource limitations have attracted attention, the research of closed-loop supply chain is increasingly important. Effectively integrated management of a closed-loop supply chain can be a challenge for companies. Companies not only have to meet the environmental regulations, but also have to sustain high-quality supply chain operations as a means to stay competitive advantages and the profit capability. This study proposes a multi-objective mixed integer programming model for an integrated closed-loop supply chain network to maximize the profit, the amicable production level and the quality level. To our knowledge, this proposed model is the first effort to take economic factors, environmental factors, quality factors and uncertain parameters into account simultaneously, and can be a reference for supporting effectively integrated management of a closed-loop supply chain network.

Number of references: 13

Main heading: Supply chain management

Controlled terms: Competition - Electronic commerce - Electronics industry - Environmental regulations - Integer programming - Laws and legislation - Profitability - Supply chains - Uncertainty analysis

Uncontrolled terms: Closed-loop supply chain - Closed-loop supply chain networks - Competitive advantage - Environmental factors - Environmental issues - Integrated management - Mixed integer programming model - Uncertainty

Classification code: 454.2 Environmental Impact and Protection

Environmental Impact and Protection

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 921.5 Optimization Techniques

Optimization Techniques

- 922.1 Probability Theory

Probability Theory

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

47. Form online to on-cloud: The sociological criticism of online targeted advertising

Accession number: 20160902040722

Authors: Qi, Li (1); Xin, Li (1); Meng, Yin (1)

Author affiliation: (1) Economic and Finance College, Xi'an Jiaotong University, Xi'an, Shaanxi Province; 710061, China

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

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Volume: 2015-January

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Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

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Language: English

ISSN: 16830040

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Conference name: 15th International Conference on Electronic Business, ICEB 2015

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: As a kind of information diffusing channel, online targeted advertising, which can accurately deliver the commercial information to the audiences from specific hobbies and interests, actual demand and attitude of tendency by analyzing the trail of their internet using, shows an obvious effect. Meanwhile, with the development of the concept and technology of the CLOUD, more comprehensive and accurate data analysis of targeted advertising has been made into practice. This research makes a calm thinking on the online targeted advertising from the focus of criticism. It expounds the protection of individual privacy from the focus of public sphere constructing, the advantages and disadvantages of consumerism from the focus of cultural study and the construction of political, economic and cultural system in benign society from the focus of Political Economy of Communication. At last, under focus of cultural imperialism, the research expounds issues of online targeted advertising in the area of international economic development and intercultural communication. All these works are based on the expectation of the balance between the commercial logic and cultural logic.

Number of references: 19

Main heading: Marketing

Controlled terms: Electronic commerce - Electronics industry

Uncontrolled terms: Commercial information - Communicating effect - Individual privacy - Inter-cultural communications - International economics - Political economy - Sociological criticism - Targeted advertising

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

48. A socio-technical system perspective of psychological ownership toward sharing IoT data in supply chains

Accession number: 20160902040697

Authors: Cheng, Jao-Hong (1); Du, Timon C. (2)

Author affiliation: (1) Department of Information Management, National Yunlin University of Science and Technology, Douliou, Taiwan; (2) Department of Decision Sciences and Managerial Economics, Chinese University of Hong Kong, Shatin, Hong Kong

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

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Issue date: 2015

Publication year: 2015

Pages: 54-60

Language: English

ISSN: 16830040

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Internet of Things can expedite information-sharing between supply chain partners. However, efficient operations within the supply chain may undermine partners' psychological ownership of shared data. The behavior driven by the feel of ownership may be constrained by social, technical, and environmental factors. This study investigates whether ownership of data may affect willingness to share from the perspective of a socio-technical system. We look into (1) whether the efficiency and adaptability of a supply chain is affected by the possession of data when organizations share IoT data, and (2) whether social and technical systems impact psychological ownership. 302 questionnaires from senior managers of manufactures were collected for analysis. The results show that psychological ownership is positively associated with the efficiency and adaptability of a supply chain and that both social and technical factors enforce it. We also find that social preference can improve the association between a social system and psychological ownership but that technical preference decreases the association between technical system and psychological ownership.

Number of references: 73

Main heading: Internet of things

Controlled terms: Data Sharing - Efficiency - Electronic commerce - Electronics industry - Information analysis - Information dissemination - Supply chains - Surveys

Uncontrolled terms: Environmental factors - Information sharing - Psychological ownership - Sociotechnical systems - Supply chain partners - Technical factors - Technical systems - Willingness to share

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 903.2 Information Dissemination

Information Dissemination

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 913.1 Production Engineering

Production Engineering

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

49. The application of the IoT for minimizing consumption in smart home

Accession number: 20160902040649

Authors: Yao, Qiu-Ling (1); Chen, LongFei (1); Wu, Liu-Ting (1)

Author affiliation: (1) NanFang College of Sun Yat-Sen University, China

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

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Language: English

ISSN: 16830040

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Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Excessive consumption leads to 7 trends of crises, including destruction of the atmosphere, energy crisis, social decline and conflicts. Over consumption also deteriorates human health. To reduce excessive consumption not

only can improve health, it can also secure home safety and less energy consumption. The reducing over consumption can benefit human health and environmental protection. This motivates us to devise an innovative smart home App (SHA). After a survey to potential users, it reveals that the new features can help reduce the excessive consumption and deterioration of the human health as well as the transportation, healthcare and destruction of earth environment. Enterprises can also achieve their social responsibility through the implementation and popularization of the SHA as soon as possible.

Number of references: 5

Main heading: Internet of things

Controlled terms: Automation - Deterioration - Electronic commerce - Electronics industry - Energy policy - Energy utilization - Health - Remote control

Uncontrolled terms: Bracelet - Consumption - Earth environment - Energy crisis - Home safeties - Potential users - Smart homes - Social responsibilities

Classification code: 461.6 Medicine and Pharmacology

Medicine and Pharmacology

- 525.3 Energy Utilization

Energy Utilization

- 525.6 Energy Policy

Energy Policy

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 731 Automatic Control Principles and Applications

Automatic Control Principles and Applications

- 731.1 Control Systems

Control Systems

- 951 Materials Science

Materials Science

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

50. Examining the effects of the internet of things (IoT) on e-commerce: Alibaba case study

Accession number: 20160902040720

Authors: Yao, Yihong (1); Yen, Benjamin (2); Yip, Amy (1)

Author affiliation: (1) Centennial College, University of Hong Kong Group, Hong Kong, Hong Kong; (2) School of Business, University of Hong Kong, Hong Kong, Hong Kong

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Part number: 1of1

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The Internet of Things (IoT) connects billions of things far beyond our imaginations. These internet-connected objects communicate with each other and share information, thereby nurturing business model innovation in various industries, notably including e-commerce. The IoT links objects that are offline in the current e-commerce business model, and generates an unprecedented amount of data on their status, product performance, and consumer

behavior and preferences. Centralized IoT platforms hosted by e-commerce firms are continuously transforming this data into knowledge, generating a huge impact on ecommerce. In this paper, we review the conception of the IoT, the e-commerce road map, and the key elements of the e-commerce business model. We then study the case of Chinese e-commerce giant Alibaba's IoT initiatives, and finally discuss how the IoT will transform e-commerce. We conclude that the IoT will not only create new value and catalyze innovation, but also transform ecommerce firms into information-flow intermediaries and knowledge generators. We also conclude that the IoT ecosystem will achieve economies of scale in industries other than e-commerce, and that the IoT will create new cross-industry market opportunities and competitive advantage.

Number of references: 27

Main heading: Internet of things

Controlled terms: Advanced Analytics - Big data - Cloud computing - Competition - Consumer behavior - Data Analytics - Electronic commerce - Electronics industry - Information dissemination - Metadata

Uncontrolled terms: Alibaba - Business modeling - Information sharing - Internet of Things (IOT) - Smart devices

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 903.2 Information Dissemination

Information Dissemination

- 911.2 Industrial Economics

Industrial Economics

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 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

51. Chinese-style of reward-based crowd-funding: Financial approaches or marketing tools?

Accession number: 20160902040707

Authors: Wang, Huaxin (1, 2); Kim, Taekyung (3)

Author affiliation: (1) University of Suwon, Korea, Republic of; (2) Shandong Institute of Commerce and Technology, China; (3) Department of Business Administration, University of Suwon, Korea, Republic of

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Volume: 2015-January

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Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Crowd-funding is an emerging industry in China. However, Chinese crowd-funding market has some different characteristics to its US-based or Europe-based predecessors. Some of Chinese founders regard reward-based crowd-funding as a funding approach, while others highlight its marketing functions. Thus, which play more important role at present? This paper investigates the reason for the special performance of reward-based crowd-funding in China from multiple perspectives. The results indicate that the special institutional environments of China-lack of perfect social credit systems and legal systems, not granting legal definition and status for crowd-funding, leads to an inevitable result that Chinese founders make heavy use of the marketing functions of crowd-funding but make

light use of the funding function at the present stage. With the perfecting of the institutional and legal environment, many small-and-medium-enterprises and individual entrepreneurs are expected to pay more attention on the funding function of crowd-funding than today.

Number of references: 25

Main heading: Finance

Controlled terms: Crowdsourcing - Electronic commerce - Electronics industry - Marketing

Uncontrolled terms: Credit system - Institutional environment - Legal definition - Legal fundraising - Marketing functions - Marketing tools - Reward-based crowd-funding - Small and medium enterprise

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

52. A review system based on product features in a mobile environment

Accession number: 20160902040696

Authors: Ju, Jaehyeon (1); Kim, Dongyeon (1); Park, Kyuhong (1); Park, Yongjin (1); Ahn, Jae-Hyeon (1); Lee, Dong-Joo (2)

Author affiliation: (1) KAIST, Korea, Republic of; (2) Hansung University, Korea, Republic of

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Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: With the rapid growth of the mobile commerce, firms have been trying to get their online channels optimized for the mobile devices. However, many contents on online shopping sites are still focused on a desktop PC environment. Especially, consumer reviews are difficult to browse and grasp via a mobile device. Usually, it is not helpful to simply reduce the size of fonts or photos to fit to mobile devices without a fundamental transformation of the review presentation. In this study, we suggest a feature-based summarization process of consumer reviews in mobile environment. Further, we illustrate an implementation of the process by applying opinion mining techniques to product reviews crawled from a major shopping site in Korean. Finally, a plan for a controlled laboratory experiment is proposed to validate the effectiveness of the suggested review framework in this study.

Number of references: 31

Main heading: Mobile commerce

Controlled terms: Data mining - Electronic commerce - Electronics industry - Mobile telecommunication systems - Reviews - Sentiment analysis

Uncontrolled terms: Mobile - Opinion mining - Product feature - Summarization - Usability

Classification code: 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 903.2 Information Dissemination

Information Dissemination

Funding Details: Number: -, Acronym: -, Sponsor: Hansung University;

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

53. Does a customer's own review behavior have an impact on its purchase behavior? analyzing the impact of review platform on group-buying platform - A study based on dianping.com

Accession number: 20160902040714

Authors: Liu, Huili (1); Zhao, Meng (1); Qi, Jiayin (1)

Author affiliation: (1) Key Laboratory of Trustworthy Distributed Computing and Service (BUPT), Ministry of Education, China, School of Economics and Management, Beijing University of Posts and Telecommunications, China

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Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: With the development of Web 2.0, traditional customers have increasingly transferred to online purchase and created a large volume of User Generated Content (UGC) on the Internet. The changes brought traditional customer relationship management a great impact and forced companies to adapt, change and evolve. The previous researches have studied the influence of crowds' feedback on customer's purchase behavior, but little researches explore the impact of customer's own review behavior on its purchase behavior. In this paper, our study seeks insights into analyzing the impact of customer's own review behavior on its purchase behavior and discovering how this effect could be fully utilized to predict customer's next stage churn. Based on data from Dianping.com, a famous comprehensive website which contains review and purchase platforms, we build the Logit regression model, considering customer's own review and purchase behavior and finding the impact of user's own review behavior on purchase behavior. Finally, we also use ten-fold cross-validation to prove the stability of our model.

Number of references: 10

Main heading: Sales

Controlled terms: Electronic commerce - Electronics industry - Logistic regression - Public relations

Uncontrolled terms: Cross validation - Customer churns - Customer review - Logit regression model - User-generated content

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: 71171023, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;

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Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

54. Do top-performing companies use business analytics differently and why?

Accession number: 20160902040713

Authors: Cao, Guangming (1); Duan, Yanqing (1)

Author affiliation: (1) University of Bedfordshire Business School, United Kingdom

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: It is suggested that companies that use business analytics perform better than those that do not in making strategic decisions and creating business value. However, little academic research based on theories exists to examine the extent to which companies differ in using business analytics and why this difference may contribute to company performance difference. To reduce this knowledge gap, this paper investigates the extent to which top and bottom performing companies differ in using business analytics by means of analysis of variance based on 232 responses collected from UK manufacturers, and seeks to explain how this use difference may be linked to performance difference drawing on the information processing view and path dependence theory. The research findings indicate that top-performing companies are three times more likely than bottom-performing companies to use business analytics and develop a data-driven environment simultaneously; and that the company differences regarding the use of business analytics and the resultant performance may be due to path dependence and how relevant organisational factors are designed. The study contributes to business analytics literature by providing empirical evidences and offering a theoretical-based understanding of business analytics, providing a foundation for future research. This study also has important managerial implications by demonstrating how business analytics can be used to improve performance.

Number of references: 35

Main heading: Electronics industry

Controlled terms: Advanced Analytics - Analysis of variance (ANOVA) - Electronic commerce

Uncontrolled terms: Business analytics - Company performance - Data driven - Improve performance - Managerial implications - Organisational factors - Organisational performance - Strategic decisions

Classification code: 723.5 Computer Applications

Computer Applications

- 922 Statistical Methods

Statistical Methods

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

55. User response to app install advertising: The role of ad skepticism

Accession number: 20160902040660

Authors: Lee, Joowon (1)

Author affiliation: (1) Korea Advanced Institute of Science and Technology, Korea, Republic of

Corresponding author: Lee, Joowon(jwlee12@hotmail.com)

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Mobile advertising is the fastest-growing format in the digital advertising market along with the rapid proliferation of mobile devices. Among various types of mobile advertising, app install advertising is said to be the driving force of this growth. Since mobile app markets, such as Google Play and Apple App Store, hardly provide the function for discovery of new apps or the recommendation of the right apps for users, app install advertising is considered an essential tool for making new apps stand out among the millions of apps in mobile app markets. Some studies have shown that users' skepticism toward advertising, defined as the tendency toward disbelief of advertising claims has influence on advertising effectiveness. Other studies also have examined effects of users' dispositions such as prior brand attitudes, demographics and lifestyles, and product involvement. In addition, incentivizing app users, that is rewarding users for interacting with or responding to advertising in their mobile apps can also influence their response to advertising. The present study showed the positive relation of consumers' personality traits and consumption experience to their ad skepticism against app install advertising. The influence of consumers' ad skepticism on their response to advertising (app download intention) as well as the moderating effects of reward were also investigated.

Number of references: 14

Main heading: Marketing

Controlled terms: Digital devices - Electronic commerce - Electronics industry

Uncontrolled terms: Ad skepticism - Advertising effectiveness - Advertising markets - Mobile advertising - Moderating effect - Personality traits - Product involvements - Rewards

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

56. Visibility cloud: A supply chain perspective

Accession number: 20160902040662

Authors: Chu, Sung-Chi (1); Leung, Jerrel (1); Cheung, Waiman (1); Chen, Gang (2)

Author affiliation: (1) Chinese University of Hong Kong, Hong Kong, Hong Kong; (2) Sun Yat-sen University, Guangzhou, China

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

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

Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

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Language: English

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Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Visibility in a supply chain brings benefits across all partners, leading to positive effect on overall supply chain performance. IoT-based approach has been shown to be effective in enhancing end-to-end visibility. An IT artifact can be designed to deliver supply chain visibility to individual users. Yet, factors like ownership, costs, and know-how often deter the adoption by supply chains. In this paper, we present the design of a cloud-based IT artifact for supply chain visibility services. With IT services and a service-oriented approach to visibility, a concept of visibility cloud (VC) is proposed. The design objectives of VC are articulated, leading to two key services formulated as Visibility-as-a-Service and App-as-a-Service. The two services are described and followed by an illustrative instantiation. VC servicetizes SCV with affordability and expandability according to the pace of each individual party. With metered SCV services via mobile devices, supply chain management is effective definite (definite effective?) anytime anywhere.

Number of references: 27

Main heading: Internet of things

Controlled terms: Electronic commerce - Electronics industry - Information services - Mobile telecommunication systems - Quality of service - Supply chain management - Technology transfer - Visibility

Uncontrolled terms: Cloud-based - Design objectives - Expandability - IT services - Key services - Service - Service-oriented approaches - Supply chain visibility

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 741.2 Vision

Vision

- 903.4 Information Services

Information Services

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

57. Business models in e-sports: Starcraft 2

Accession number: 20160902040706

Authors: Zhou, Feng (1); Huang, Shihui (2); Liu, Caixia (3)

Author affiliation: (1) Shandong Institute of Commerce and Technology, China and the University of Suwon, Korea, Republic of; (2) Jinan 13rd Vocational School, Jinan Shandong, China; (3) Linyi University, Linyi Shandong, China

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

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Volume: 2015-January

Part number: 1of1

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Issue date: 2015

Publication year: 2015

Pages: 129-139

Language: English

ISSN: 16830040

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Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong Kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: E-sports, or electronic sports, is a term referring to competitive (video)gaming, where players face off against each other in serious matches and tournaments. While e-sports have become one of the major forms of digital culture and form of business in gaming, research within e-sports is yet scarce. This exploratory study aims to further the understanding of the business ecosystem surrounding e-sports. We document and investigate different actors, players,

their relationship and revenue models in one of the world's biggest e-sports ecosystems around the game Starcraft 2. We employ the e3-value methodology, along with a qualitative analysis, to build an understanding of the e-sports ecosystem. Through this ecology analysis, five distinct revenue models are identified and the key actors of these are presented. Based on our results, e-sport players employ tournament earnings, casting, coaching, team salary and sponsorships as their main revenue models. Furthermore, the study illustrates the vital importance of sponsors to the ecosystem.

Number of references: 37

Main heading: Sports

Controlled terms: Compensation (personnel) - Ecosystems - Electronic commerce - Electronics industry

Uncontrolled terms: Business ecosystem - Business models - E-sports - e3-value - Gaming - Starcraft 2

Classification code: 454.3 Ecology and Ecosystems

Ecology and Ecosystems

- 461.3 Biomechanics, Bionics and Biomimetics

Biomechanics, Bionics and Biomimetics

- 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

58. Cognitive trust, emotional trust and the value-based acceptance model in mobile payment adoption

Accession number: 20160902040710

Authors: Zhang, Kem Z.K. (1); Gong, Xiang (1); Zhao, Sesia J. (2); Lee, Matthew K.O. (3)

Author affiliation: (1) University of Science and Technology of China, Hefei, China; (2) Anhui University, Hefei, China; (3) City University of Hong Kong, Hong Kong, Hong Kong

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

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Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

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Publication year: 2015

Pages: 166-174

Language: English

ISSN: 16830040

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Mobile commerce has grown rapidly worldwide and become globally competitive in the last decade. Despite the fact that mobile payment is a key enabling part of mobile commerce, consumers' adoption has been lacking behind the adoption of many other mobile commerce activities. How to facilitate consumers' adoption of mobile payment remains an important open question. Drawing on the attribution theory and value-based acceptance model, this study investigates the role of consumers' trust on mobile payment adoption. In contrast to prior research, we develop a research model to examine the influence of both cognitive and emotional trust on consumers' perceived value and the subsequent usage intention. We examine four dimensions of perceived value, namely functional, emotional, price and social value in the mobile payment context. The model is empirically tested with an online survey (n=273). Our results indicate that emotional trust has a much stronger effect than cognitive trust on consumers' value perceptions. Further, functional, emotional and price value gain prominence in predicting adoption intention, while the effect of social value is insignificant. Discussions on limitations, theoretical and practical implications are provided.

Number of references: 43

Main heading: Mobile commerce

Controlled terms: Behavioral research - Electronic money - Electronics industry - Global system for mobile communications

Uncontrolled terms: Cognitive trust - Emotional trusts - Information technology adoption - Mobile payment - Perceived value

Classification code: 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

59. A referral rewards incentive design on travel consumergenerated content

Accession number: 20160902040694

Authors: Yu, Guopeng (1); Zou, Deqiang (2)

Author affiliation: (1) Åbo Akademi University, Turku, Finland; (2) Fudan University, Shanghai, China

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

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Volume: 2015-January

Part number: 1of1

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Issue date: 2015

Publication year: 2015

Pages: 30-39

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: User-generated content has become increasingly important to both tourism practitioners and travel consumers. Although prior studies have demonstrated how impactful UGC is and why marketing mavens employ UGC sites in their marketing campaigns, there is still scant evidence on how to successfully manipulate them. To fill this void, we conducted a two-phase experiment study. In the experiment, first, 65 tourists were invited then grouped according to three different treatments (namely, creating travel posts to achieve the maximum 'comments', 'retweets', or 'likes'), and one will be rewarded if he/she achieves the goal. Second, for the manipulation check, we invited another group of Chinese consumers (n =268) to rate these travel posts based on their perceptions. Our experiment results indicate that this referral rewards incentive design has significant effects on consumers' UGC perception (the credibility, interestingness, influence of postings), behavioral intentions (purchase intention, and WOM intention), and their likelihood of social media engagement (offering 'likes'). In addition, we also discuss the implications of the results and how to exploit this design.

Number of references: 81

Main heading: Electronics industry

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

Uncontrolled terms: And attitude toward destination - Behavioral intention - Incentive design - Social media - Travel consumers - User generated content (UGC)

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

60. Validation of web site design

Accession number: 20160902040661

Authors: Yen, Benjamin (1)

Author affiliation: (1) School of Business, Faculty of Business and Economics, University of Hong Kong, Hong Kong, Hong Kong

Corresponding author: Yen, Benjamin(benyen@business.hku.hk)

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

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Volume: 2015-January

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Issue date: 2015

Publication year: 2015

Pages: 502-507

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Well-designed Websites are critical to the success of E-commerce. However, many websites does not show satisfactory level of usage. The construction, assessment, and improvement all are essential for the work of design. Most of the studies in the related literature only focus on one of them. There is lack of a framework to integrate them into a complete cycle. One central work is to validate the Web design to ensure to meet the design requirements and performance goal. In this paper, we propose an integrated framework based on concepts of transformation of system development process and formulation of design requirement. The validation of Web site level, similar to compiling and running time check, to authenticate design structure and anticipated performance. The research depicts a systematic and structural way to integrate the work of construction, assessment, and improvement for the design of Web. The integrated approach offers a complete-cycle framework on a continuous improvement basis. The research also sheds the light on several potential research topics to further explore interesting and sophisticated Web issues.

Number of references: 22

Main heading: Web Design

Controlled terms: Electronic commerce - Electronics industry - Websites

Uncontrolled terms: Assessment - Continuous improvements - Integrated approach - Integrated frameworks - Potential researches - Structure modeling - System development process - Validation

Classification code: 723.5 Computer Applications

Computer Applications

Funding Details: Number: 719409E, Acronym: GRF, Sponsor: Glaucoma Research Foundation;

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

61. Impact of banner ad position, congruence of banner ad content and website content, and advertising objective on banner ad fixation, brand awareness, and product knowledge: An empirical study of a review website in Thailand

Accession number: 20160902040726

Authors: Saowwapak-Adisak, Akekanat (1); Mongkolnavin, Janjao (1); Rattanawicha, Pimmanee (1)

Author affiliation: (1) Chulalongkorn University, Thailand

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

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Volume: 2015-January

Part number: 1of1

Issue title: Proceedings of the 15th International Conference on Electronic Business: Internet of Things, ICEB 2015

Issue date: 2015

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Pages: 292-299

Language: English

ISSN: 16830040

Document type: Conference article (CA)

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Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The aim of this research is to study impact of banner ad position (top, bottom, left and right) on (1) banner ad fixation, (2) brand awareness, and (3) product knowledge. Two moderator variables, (1) congruence of banner ad content and website content and (2) advertising objectives (to inform and to persuade), are also used in this study. This experimental research is conducted with sixteen webpages (4 banner ad positions x 2 conditions of congruence between banner and web contents x 2 banner objectives). Each webpage has the same content which is a restaurant review but banner ad and banner ad position are varied across the sixteen webpages. An eye-tracking tool, Mirametrix S2 Eye Tracker, was used to collect banner ad fixation data. Brand awareness and product knowledge data were collected with questionnaires. The experimental results indicate that banner ad position does not impact banner ad fixation, brand awareness, and product knowledge. We investigated congruence of banner ad content and website content, and found that banner ad position affected product knowledge but did not have an effect on banner ad fixation and brand awareness regardless of congruent conditions. On the other hand, we investigated advertising objective and found that banner ad position did not have an impact on banner ad fixation, brand awareness, and product knowledge in both information and persuasive objectives.

Number of references: 12

Main heading: Websites

Controlled terms: Electronic commerce - Electronics industry - Eye tracking - Marketing - Surveys

Uncontrolled terms: Banner Ad position - Brand awareness - Congruence - Empirical studies - Experimental research - Product knowledge - Restaurant reviews - Web site contents

Classification code: 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

62. Effect of using human images in product presentation of e-commerce website on trust, fixation and purchase intention

Accession number: 20160902040717

Authors: Amnakmanee, Timaporn (1); Rattanawicha, Pimmanee (1)

Author affiliation: (1) Chulalongkorn University, Bangkok, Thailand

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

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Part number: 1of1

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Pages: 224-236

Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The objective of this study is to conduct an investigation on the five conditions of product presentations which are (1) a female presenter with positive facial expression, (2) a female presenter without facial expression, (3) a male presenter with positive facial expression, (4) a male presenter without facial expression, and (5) product presentation without a presenter. The factors of interest include (1) trust, (2) fixation, (3) purchase intention, and also (4) gender of buyers. This study uses data collected from experiments conducted in Chulalongkorn Business School research unit. The instruments used in the experiments include (1) five websites of a hotel with five different conditions of product presentation, (2) questionnaires to collect trust and purchase intention, and (3) Mirametrix S2 Eye Tracker to collect fixation duration. Analysis results from data collected from 150 samples indicate that there is significant effect of using human presenter toward trust, especially when respondents are females. However, there are no significant differences of purchase intention and no significant differences of fixation duration for each of the five conditions of product presentation.

Number of references: 15

Main heading: Sales

Controlled terms: Electronic commerce - Electronics industry - Eye tracking - Nitrogen fixation - Purchasing - Surveys - Websites

Uncontrolled terms: Business schools - E-commerce websites - Facial Expressions - Fixation duration - Human image - Product presentations - Purchase intention - Trust

Classification code: 723.5 Computer Applications

Computer Applications

- 802.2 Chemical Reactions

Chemical Reactions

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

63. An analysis of open-source smartphone market: Preload apps and co-competition

Accession number: 20160902040700

Authors: Jhang-Li, Jhih-Hua (1); Chen, Bo-Heng (1)

Author affiliation: (1) Hsing Wu University, Taiwan

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

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Part number: 1of1

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Pages: 78-86

Language: English

ISSN: 16830040

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Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Free open-source operating system (OS) has driven both ad revenue and Internet traffic from smartphones to the historically high levels. Though achieving huge market share, there is no record showing that the profit of a handset maker from the smartphone market can surpass the firm implementing vertical integration ever since the first smartphone has been launched in the market. In this study, we consider that an open-source OS provider free offers its operating system but gain mobile advertising revenue by demanding the hardware maker to install preload apps. After

trading off between homogenizing each open-source smartphone but gaining more "eyeball shares" on advertising via handsets due to more preload apps, we examine how the OS provider's optimal agreement with hardware makers changes with market factors. In addition, we also compare and analyze the profit of the OS provider between launching its own brand of smartphones and receiving advertising revenue only. Our results suggest that the OS provider should enhance the quality of its own product when entering the smartphone market. Moreover, if outsourcing the production work to a hardware maker can achieve the economies of scale and increase its profit, our analytic results suggest that the OS provider shouldn't partner with the hardware maker dominating the smartphone market.

Number of references: 15

Main heading: Open systems

Controlled terms: Competition - Electronic commerce - Electronics industry - Marketing - Outsourcing - Profitability - Smartphones

Uncontrolled terms: Advertising revenues - Compare and analyze - Economies of scale - Mobile advertising - Open source operating systems - Open-source ossa - Operating system - Vertical integration

Classification code: 718.1 Telephone Systems and Equipment

Telephone Systems and Equipment

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 911.4 Marketing

Marketing

- 912.2 Management

Management

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

64. Effects of the internet of things (IoT): A systematic review of the benefits and risks

Accession number: 20160902040716

Authors: Brous, P. (1); Janssen, M. (1)

Author affiliation: (1) Delft University of Technology, Delft, Netherlands

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Publication year: 2015

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Language: English

ISSN: 16830040

Document type: Conference article (CA)

Conference name: 15th International Conference on Electronic Business, ICEB 2015

Conference date: December 6, 2015 - December 10, 2015

Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The Internet of Things (IoT) might yield many benefits and can be transformative in nature, yet has been given scant attention in e-commerce literature. The IoT describes a situation whereby physical objects are connected to the Internet and are able to communicate with, and identify themselves to other devices. These devices generate a huge amount of data. When it is possible to combine data from devices and other systems, new insights may be created which may provide important benefits to e-commerce. The duality of technology predicts that the accomplishment of benefits might also cause risks. In this paper we conduct a systematic review of literature to create an overview of perceived benefits and risks of IoT. The results confirm the duality that IoT has a variety of expected political, strategic, tactical and operational benefits as well as interrelated risks attached to its adoption. However, risks regarding the adoption of IoT also occur at all levels. Accomplishment of benefits requires that possible risks need to be mitigated in concert.

Number of references: 44

Main heading: Internet of things

Controlled terms: Electronic commerce - Electronics industry - Open Data - Smart city

Uncontrolled terms: Adoption - Advantages - Barriers - Benefits - Challenges - Impediments

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

65. A study of online beauty community members' voices: Ewom text mining

Accession number: 20160902040698

Authors: Huang, Echo (1); Yang, Ya-Hui (1); Hong, PeiJyun (1)

Author affiliation: (1) National Kaohsiung First University of Sci. and Tech., Taiwan

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

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Conference location: Sha Tin, Hong kong

Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: The Internet promotes the development of the social media, these new media offer open platforms for participants to share product/service reviews with each other. This study applied the theory of conformity behavior to explain online community members' information consumption behaviors by using text-mining techniques. NetBeans7.4 was used to conduct Chinese tokenization and data analysis. Next, factor analysis and correlation analysis were conducted to reduce the attribute size of products. Our findings demonstrate that more attributes a product/brand has more discussions found in an online community. The conformity phenomenon is seen in help to accumulate sufficient and complete eWOM to reach a sufficient quantity. Thus, brand is more likely to be mentioned. However, the few brand vendors with high product strength have the impact of conformity, in which, may result in a lower spread power with wrong marketing strategy. Therefore, we argue that the reputation bias generated by conformity will make a misleading purchase decision. Based on the conformity effect of eWOM, we establish the effectiveness of text mining technology applied to information search platform design and brand marketing strategy. Implications were proposed in the final section.

Number of references: 29

Main heading: Text mining

Controlled terms: Economic and social effects - Electronic commerce - Electronics industry - Marketing - Online systems - Social networking (online) - Strategic planning

Uncontrolled terms: Brand marketing strategies - Conformity behavior - Correlation analysis - Electronic word of mouths - Information search - On-line communities - Social influence - Text mining techniques

Classification code: 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

- 912.2 Management

Management

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

Compilation and indexing terms, Copyright 2021 Elsevier Inc.

Data Provider: Engineering Village

66. Creating value by object hyperlinking along the consumer buying decision process in the IoT era

Accession number: 20160902040712

Authors: Chen, Jessica H.F. (1); Fu, Jen-Ruei (2)

Author affiliation: (1) National Chi-Nan University, Taiwan; (2) National Kaohsiung University of Applied Sciences, Taiwan

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

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Conference code: 118797

Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Within the IoT scope, a new application named 'object hyperlinking' has evolved. Object hyperlinking is the pervasive presence of different things or objects identified by tags, sensors, and mobile phones that can interact with each other as well as with their neighbors through unique addressing schemes for business purpose. Enabled by Automatic Identification and Data Capture (AIDC) technologies such as QR code and NFC, object hyperlinking services make it possible link any object or location to a more comprehensive and editable information. While tagging technologies have good prospects to offer more opportunities in a company's interaction with its consumers, how this capability can be best applied and what innovative business services be created with object hyperlinking remain to be discovered. This study surveys and examines 76 projects of object hyperlinking in Taiwan and provides a framework to figure out business value and issues of object hyperlinking along the five stages of a consumer buying decision process. Based on the functionality and purpose of object hyperlinking services, this framework is conducted in dimensions of value creation, value orientation, functionality, key factor and challenges, key activities within organization, and managerial issues concerned. Some innovative business models enabled by object hyperlinking will also be introduced. The research results found that only when the information gathered by identified objects is used, analyzed, and distributed into wide business activities in term of marketing, customer service and firm level strategy planning, the effectiveness and value of object hyperlinking services can be realized at its maximum. The integration across different consumer buying decision process is also important. The more applications of object hyperlinking in different buying decisions, the more benefits will be created for customers. Managers can use the list of dimensions proposed in the framework to develop rich IoT business from enhancing service operations with object hyperlinking.

Number of references: 20

Main heading: Internet of things

Controlled terms: Automation - Electronic commerce - Electronics industry - Managers - Service industry

Uncontrolled terms: Addressing scheme - AIDC - Automatic identification and data capture - Business activities - Consumer buying - Hyperlinking - Service operations - Value creation

Classification code: 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications
- Computer Applications
- 731 Automatic Control Principles and Applications
- Automatic Control Principles and Applications
- 912.4 Personnel
- Personnel

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

67. A review of data monetization: Strategic use of big data

Accession number: 20160902040695
Authors: Liu, Chien-Hung (1); Chen, Chuen-Lun (1)
Author affiliation: (1) National Chengchi University, Taiwan
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Abbreviated source title: Proc. Int. Conf. Electron. Bus. (ICEB)
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Conference code: 118797
Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong
Publisher: CEUR-WS

Abstract: In this data-rich big data age, industries are capable to collect data that could not be imagined before. Many industries today are now thinking of how to better use these data assets properly to generate value, either for internal or external purpose. Data monetization is adopted as one of strategies used to create additional stream of revenue from the discovery, capture, storage, analysis, dissemination, and use of that data. It gains in popularity among different industries. The three research questions of interest to this study are: (1) what does data monetization mean to business; (2) what are types of data monetization and industries currently use; (3) how to initiate a data monetization strategy. To address these questions, this study did a comprehensive review of prior research from academia as well as from industry. This study clarifies and defines the data monetization, presents the synthesis of use cases learned from other industries as well as provides guiding principles of how to start with data monetization. The contributions of this study are twofold. First, this paper contributes to industry communities that start to explore opportunities of creating value from their data assets but lack of directions and how to. Second, this study contributes to raise awareness of academic communities over the potential of big data monetization research and the opportunities in further discussing the converging information system and strategy domain.

Number of references: 27
Main heading: Data streams
Controlled terms: Big data - Digital storage - Electronic commerce - Electronics industry
Uncontrolled terms: Academic community - Big data applications - Data assets - Data monetization - Guiding principles - Research questions - Strategic use of data
Classification code: 722.1 Data Storage, Equipment and Techniques
 Data Storage, Equipment and Techniques

- 723.2 Data Processing and Image Processing
- Data Processing and Image Processing
- 723.5 Computer Applications
- Computer Applications

Compendex references: YES
Database: Compendex
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Data Provider: Engineering Village

68. Online personalization and information sharing under horizontal relationship

Accession number: 20160902040733

Authors: Lv, Hongjin (1); Wan, Yinghong (1)

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Customer preference information is of great importance for vendors to carry out price discrimination and targeted marketing. Advanced Internet technologies, especially web 2.0 and web-economy, have been provided accessibility and allowed vendors to acquire these information by the user-community and online personalization technologies. This study investigates an information market where the complementary firm pays to the vendor to indirectly acquire the customer preference information, which could be costly to acquire. We develop an economic model to examine vendor's optimal information acquisition and sharing strategies under horizontal relationship under different payment formats of the complementary firm (i.e. fixed-fee or service-rate payment). We show that both payment formats improve the basic personalization service, and the basic personalization service is equal under two payment cases, but the extra personalization service under fixed-fee payment is higher than that under the service-rate payment. Nevertheless, the vendor's equilibrium benefits are improved with information sharing under both payment formats. Moreover, although the complementary firm would get zero benefits under fixed-fee payment and positive benefits under service-rate payment, the customer preference information can be acquired under both cases. Our findings not only help researchers interpret why the vendors implement information sharing strategies, but also assist practitioners in developing better social commerce and cooperation strategy. The implications of this paper can shed light on how firms interact under horizontal relationship where a vendor possesses information superiority.

Number of references: 47

Main heading: Information dissemination

Controlled terms: Electronic commerce - Electronics industry - Information analysis - Sales - Service industry

Uncontrolled terms: Complementary firm - Horizontal relationship - Information sharing - Personalization services
- Privacy concerns

Classification code: 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

69. The formation of the big data industry and related strategies

Accession number: 20160902040651

Authors: Shang, Shari S.C. (1); Chen, Sheng-Chi (1)

Author affiliation: (1) National Chengchi University, Taiwan

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

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Big Data, as moving into the post-cloud era in year 2015, is changing the way software is applied by industries. Meanwhile, the Open Data is transforming the sources of value for software development in which comprehensive digital data value creation is set to be the mainstream in IT application strategies. Big Data applications can enhance the knowledge level of technology applications as well as drive value growth for products and services. The key issue affecting Big Data development is the question of how to leverage mechanisms for joint creation by the general public to identify the value that Big Data can provide. This paper proposes that an effective Big Data industry ecosystem should encompass data owners, application innovators, technology leaders, and open API platforms. Using the methods of design science, the paper evaluates the way in which Big Data creates value in the industrial development process, and argues that it is important to attract mass participation and to satisfy the needs of both industrial and social development when putting forward a value proposition. Moving further, the next step is value creation initiatives, in which the first priority should be to promote the digitalization of industry seeking to create digitalized industries that can contribute to the gradual optimization of the industrial ecosystem as a whole.

Number of references: 16

Main heading: Open Data

Controlled terms: Application programming interfaces (API) - Application programs - Big data - Design - Digital storage - Ecosystems - Electronic commerce - Electronics industry - Metadata - Public policy - Software design

Uncontrolled terms: Big data applications - Design science - Industrial development - Industrial ecosystems - Industry development - Industry ecosystems - Products and services - Technology application

Classification code: 454.3 Ecology and Ecosystems

Ecology and Ecosystems

- 722.1 Data Storage, Equipment and Techniques

Data Storage, Equipment and Techniques

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

70. From big data to knowledge-good practices from industry

Accession number: 20160902040723

Authors: Chowdhury, Amit T. (1); Guan, Chong (2); Lee, Sean Z.X. (3); Sharma, Ravi S. (1)

Author affiliation: (1) Nanyang Technological University, Singapore; (2) SIM University, Singapore; (3) University at Buffalo, United States

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

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Abstract: Recent advancements in data gathering technologies have led to the rise of a large amount of data through which useful insights and ideas can be derived. These data sets are typically too large to process using traditional data processing tools and applications and thus known in the popular press as 'big data'. It is essential to extract the hidden meanings in the available data sets by aggregating big data into knowledge, which may then positively contribute to decision making. One way to engage in data-driven strategy is to gather contextual relevant data on specific customers, products, and situations, and determine optimised offerings that are most appealing to the target customers based on sound analytics. Corporations around the world have been increasingly applying analytics, tools and technologies to capture, manage and process such data, and derive value out of the huge volumes of data generated by individuals. The detailed intelligence on consumer behaviour, user patterns and other hidden knowledge that was not possible to derive via traditional means could now be used to facilitate important business processes such as real-time control, and demand forecasting. The aim of our research is to understand and analyse the significance and impact of big data in today's industrial environment and identify the good practices that can help us derive useful knowledge out of this wealth of information based on content analysis of 34 firms that have initiated big data analytical projects. Our descriptive and network analysis shows that the goals of a big data initiative are extensible and highlighted the importance of data representation. We also find the data analytical techniques adopted are heavily dependent on the project goals.

Number of references: 30

Main heading: Data handling

Controlled terms: Advanced Analytics - Behavioral research - Big data - Decision making - Electronic commerce - Electronics industry - Industrial research - Real time control

Uncontrolled terms: Analytical techniques - Data representations - Data spectrum - Data type - Demand forecasting - Industrial environments - Tools and technologies - Wealth of information

Classification code: 723.2 Data Processing and Image Processing

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 731 Automatic Control Principles and Applications

Automatic Control Principles and Applications

- 912.1 Industrial Engineering

Industrial Engineering

- 912.2 Management

Management

- 971 Social Sciences

Social Sciences

Compendex references: YES

Database: Compendex

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Data Provider: Engineering Village

71. The role of contextual factors in online privacy decision

Accession number: 20160902040655

Authors: Lee, Dong-Joo (1); Bang, Youngsok (2)

Author affiliation: (1) Hansung University, Korea, Republic of; (2) Chinese University of Hong Kong, Hong Kong

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

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Sponsor: Department of Decision Sciences and Managerial Economics; Faculty of Business Administration of the Chinese University of Hong Kong

Publisher: CEUR-WS

Abstract: Innovation in information and communication technologies has enabled firms to collect information about individual customers and to use the information to understand their preferences at substantially low costs. Based on this understanding, firms can provide the customers with improved value such as products that fit best with individual customer needs. This ability is further enhanced by the rapid penetration of mobile devices, which are personal in nature. However, the collection and use of private information have caused widespread apprehension by consumers that their privacy is invaded. It has been well established that privacy risk is greater for more sensitive personal information and thus people are likely to refuse to provide sensitive information correctly. The main objective of this study is to explore moderating factors that influence the negative effect of information sensitivity on personal information disclosure. Specifically, this study focuses on two contextual factors in privacy decision, including the relevance of information and the intrinsic value of transaction, and investigates how the factors can change the impacts that information sensitivity has on the disclosure of personal information. A central finding of an online experiment employing two scenarios of personal information disclosure is that disclosure of sensitive information is responsive to the contextual factors in such a way that the negative impact of information sensitivity can be attenuated by the contextual factors. This study contributes to understanding of online users' privacy decision by suggesting the interplay between an inherent attribute of information (i.e., information sensitivity) and contextual factors in formulating users' privacy decision.

Number of references: 26

Main heading: Information use

Controlled terms: Data privacy - Electronic commerce - Electronics industry - Sales

Uncontrolled terms: Individual customers - Information and Communication Technologies - Information relevances - Information sensitivity - Intrinsic value of transaction - On-line experiments - Personal information - Sensitive informations

Classification code: 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

Funding Details: Number: -, Acronym: -, Sponsor: Hansung University;

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