

PREFACE

Welcome to the 24th International Conference on Electronic Business (ICEB 2024). The conference this year is held physically by the Beijing Normal University-Hong Kong Baptist University United International College (BNU-HKBU UIC), Zhuhai, Guangdong, China, and co-sponsored by the International Consortium for Electronic Business, *Journal of Business and Management*, and *International Journal of Electronic Business*. The conference theme is “AI-Generated Content and Human-AI Collaboration”. We received 145 submissions, and 119 papers were accepted into the final program and scheduled for 26 presentation sessions and two poster sessions. The topic areas of the papers in this conference include AI and its applications, big data analytics and precision analytics, blockchain and FinTech, cross-border e-commerce, digital marketing and consumer behavior, digital transformations and innovation, e-business cultural and social issues, e-business education and e-learning, e-business strategies, and models, e-healthcare and gerontechnology, human-computer interaction, new technology adoption and diffusion, security and privacy issues, social media and social computing, virtual communities and social commerce, Web mining and recommendation systems, and other interdisciplinary issues.



At the conference, four keynote speakers are scheduled on Saturday (Oct.26) and Sunday (Oct.27) 10:00 AM to 12:00 PM, including Prof. Atreyi Kankanhalli, a Senior Editor of MIS Quarterly; Prof. Carol Hsu, a Senior Editor of The Journal of Strategic Information Systems; Prof. Guoqing Chen, the Founding President for the China Chapter of Association for Information Systems (CNAIS); Jing Niu (Jean), Chief Talent Development Officer, Huawei Cloud Computing Global Ecosystem Department. On Friday (Oct.25), a Doctoral Consortium is held from 9:00 AM to 5:00 PM, followed by a Consortium dinner. All oral presentations are scheduled between 2:00 PM and 6:00 PM in China Time on Friday to Sunday.



The annual conference of ICEB is an excellent opportunity for scholars like you and me to share research ideas and get informed about the latest development in the fields. In addition, you can meet leading scholars from around the world to establish a research network and engage in future collaborations. In this conference, there are 173 registered scholars from 20 countries or regions, including Australia, Canada, China, Colombia, Finland, Hong Kong, India, Japan, Macao, Netherlands, New Zealand, Pakistan, Portugal, Singapore, South Korea, Taiwan, Thailand, United Kingdom, United States, and others. This year, the Best Paper Award Committee of five members selected one best paper, one runner-up, and four outstanding papers to receive the awards. The sessions containing these papers are



identified in the program schedule. Participants who are interested in these papers could join their sessions to listen to the presentations and interact with the winning authors.

Finally, on behalf of the entire Conference Committee, we thank you for physically attending the ICEB 2024 conference. Without your presence, the conference could not be successful. We also thank all the speakers, presenters, reviewers, program committee members, the Best Paper Award Committee members, and session chairs who have contributed their time and effort to this conference. Finally, we thank you all for preparing and sharing your research findings in the sessions and look forward to seeing you again in ICEB 2025 next August hosted by the School of Trade and International Economics at the National Economics University (NEU), Hanoi, Vietnam.

Sincerely yours,

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