

## Search Summary

**Query :** (((((International Conference on Electronic Business 2022) WN ALL) AND (English WN LA)) AND ({international consortium for electronic business} WN PN))

**Type :** Expert

**Results :** 78

**Database(s) :** Compendex

**Downloaded :** 1/30/2023

## 1. Developing and validating a scale to identify the employability skill set vital for the frontline workers: A case of hospitals in Delhi/NCR

**Accession number:** 20230313410236

**Authors:** Sisodia, Swati (1); Agarwal, Neetima (2)

**Author affiliation:** (1) School of Management, GD Goenka University, Gurugram, India; (2) Symbiosis International University, India

**Corresponding author:** Sisodia, Swati (swati.sisodia@gdgu.org)

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The purpose of this study is to identify those imperative skills required by an oligopolistic industry (healthcare) to provide significant services so as to ensure maximum customer satisfaction. Employability skills are those essential skills which are required in the workplace. Researchers are consistently analyzing it on multiple fronts and domains to help the industry identify the right person for the right job. Unfortunately, there is still a dearth of studies which have precisely recognized the employability skill set for frontline workers in hospitals. In this paper, researchers have successfully developed and validated a scale to measure the employability skill set required by frontline workers in the healthcare industry. Researchers have developed a research scale consisting of nine essential dimensions of skills. For validating the scale, a sample has been collected from 400 respondents, having at least 10 years of experience in the Medical Service Vertical using stratified random sampling. The medical service vertical comprises both front-end and back-end jobs. The skill set varies at each level and as per the key responsibility areas. An employability skill set scale has been developed, encompassing the required soft and technical skills. The study intends a significant positive correlation, which means that any positive variance in one leads to a corresponding affirmative variability in the other. This study will further assist researchers who want to develop tailored training programmes for frontline workers. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 38

**Main heading:** Customer satisfaction

**Controlled terms:** Electronic commerce - Health care - Hospitals

**Uncontrolled terms:** CFA - EFA - Employability skills - Front-line workers - Healthcare industry - India - Medical services - Oligopolistic industry - Scale - Skill sets

**Classification code:** 461.7 Health Care

Health Care

- 462.2 Hospitals, Equipment and Supplies

Hospitals, Equipment and Supplies

- 723.5 Computer Applications

Computer Applications

**Numerical data indexing:** Age 1.00E+01yr

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 2. Buying behavior during online visits at two retail websites: Possible effects of COVID-19

**Accession number:** 20230313409910

**Authors:** Tangmanee, Chatpong (1)

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

**Corresponding author:** Tangmanee, Chatpong(chatpong@cbs.chula.ac.th)

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

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**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** For two years has COVID-19 brought chaos to the world. While there has been remark on its effect on online retail transactions, there is no empirical work gathering actual buying behavior to verify it. Hence, the current research's goals are to use panel data at two online retail stores and subsequently to compare two buying variables between those in 2019 when the pandemic was not known and those in 2020 when it was officially confirmed. The study gathered usable 69,397 transactions at Walmart.com and Bestbuy.com during the two years. The comparisons of the basket value and the purchased units between the two years confirmed in part the significant effects of COVID-19 on the two buying behaviors. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 14

**Main heading:** COVID-19

**Controlled terms:** Electronic commerce - Retail stores - Sales - Websites

**Uncontrolled terms:** 'current - Basket value - Buying behavior - Online retail stores - Online retail transaction - Online retails - Panel data - Purchased unit - Wal Mart

**Classification code:** 461.7 Health Care

Health Care

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

### 3. Gerontechnology acceptance of smart homes: A systematic review and meta-analysis

**Accession number:** 20230313409914

**Authors:** Forestal, Roberto Louis (1); Li, Eldon Y. (1)

**Author affiliation:** (1) National Chung Cheng University, Taiwan

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

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

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**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Advances in preventive medicine and technology have beneficially affected longevity in the past decades. Unfortunately, longer life expectancy and declining fertility are likely to trigger an increasingly aging population, posing new challenges for social systems. Since aging populations affect the healthcare industry, providing convenient solutions and user-friendly elderly healthcare services is necessary to curb the growing demand by older adults. Several studies have proposed intelligent homes as potential solutions to support old age. However, such solutions raise the question of whether or not elderly persons intend to use smart homes and benefit from them. This paper examines the gerontechnology acceptance of intelligent homes by systematically reviewing previous studies on older people's intention to use innovative home technology. The review was conducted from the Web of Science, Google Scholar, and Scopus, retrieving a thousand articles. Out of these, 40 are selected for the meta-analysis and systematic review. The integrative results showed an increasing intention of older adults to use smart home technology as they believe those innovative ways may improve independent living. However, attributes and drivers like privacy and perceived security show increasing heterogeneity and should draw more attention to prospective researchers. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 52

**Main heading:** Intelligent buildings

**Controlled terms:** Automation - Electronic commerce - Health care

**Uncontrolled terms:** Aging population - Gerontechnology - Intelligent home - Long life - Meta-analysis - Older adults - Preventive medicines - Smart homes - Systematic Review - Technology acceptance

**Classification code:** 402 Buildings and Towers

Buildings and Towers

- 461.7 Health Care

Health Care

- 723.5 Computer Applications

Computer Applications

- 731 Automatic Control Principles and Applications

Automatic Control Principles and Applications

- 731.1 Control Systems

Control Systems

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

#### 4. An economic analysis of software piracy in a competitive cloud computing market: A product bundling perspective

**Accession number:** 20230313410233

**Authors:** Liu, Zhiyuan (1); Yu, Yuexiang (1); Lv, Jikun (1); Zhang, Xiong (1)

**Author affiliation:** (1) Beijing Jiao Tong University, Beijing, China

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

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

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** In the cloud computing era, incumbent vendors are offering both on-premises software and cloud-based software service. Simultaneously, they are facing competition from new entries who just offer cloud-based software.

However, piracy exists in on-premises software for incumbent vendors. Therefore, incumbent vendors are facing pressure from piracy and new entries at the same time. Using the framework of product bundling, this study builds a stylized analytical model to investigate the optimal product bundling strategies for software vendors in the presence of software piracy. The research found that the pure bundling strategy is the best choice for existing software vendors in the market in most cases because of the more flexible bundling price. Pure component strategy can be more profitable than pure bundling strategy when piracy costs are at the medium level. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 24

**Main heading:** Facings

**Controlled terms:** Cloud computing - Competition - Economic analysis - Electronic commerce

**Uncontrolled terms:** Best choice - Bundling strategies - Cloud-based - Cloud-computing - Computing markets - Economics analysis - Market competition - Product bundling - Software services - Software vendors

**Classification code:** 402 Buildings and Towers

Buildings and Towers

- 408.2 Structural Members and Shapes

Structural Members and Shapes

- 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

**Funding Details:** Number: 17GLC069, Acronym: -, Sponsor: Beijing Social Science Fund; Number: 71801014, 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

## 5. Sustainable competitive advantage in entrepreneurial software firms in Pakistan: Establishing a conceptual research framework

**Accession number:** 20230313410271

**Authors:** Ali, Syeda Arfa (1); Hamilton, John R. (1); Tee, SingWhat (1); Underdown, Michael (1)

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

**Corresponding author:** Ali, Syeda Arfa(syedaarfa.ali@my.jcu.edu.au)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Software firms are expanding within increasingly-competitive domestic and global marketplaces. Registered software firms in Pakistan seek new ways to better compete and remain as sustainable competitive entities. Such firms operate entrepreneurially, and remain subject to dynamic digital and globally-emerging changes. A literature review establishes constructs, conceptual relational hypothesis pathways, and an overall (testable) research framework

for software firms in Pakistan. The framework is likely useful when modelling for improvements contributing towards sustainable competitive advantage shifts. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 150

**Main heading:** Competition

**Controlled terms:** Electronic commerce - Software design - Sustainable development

**Uncontrolled terms:** Absorptive capability - Competency - Conceptual research - Entrepreneurial orientation - Global marketplaces - Knowledge creations - Pakistan - Research frameworks - Software firms - Sustainable competitive advantages

**Classification code:** 723.1 Computer Programming

Computer Programming

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 6. Modeling IoT enablers for humanitarian supply chains coordination

**Accession number:** 20230313410257

**Authors:** Moghadam, Mohammad Reza Sadeghi (1); Sahebi, Iman Ghasemian (1); Masoomi, Behzad (2); Azzavi, Mahdi (3); Anjomshoae, Ali (4); Banomyong, Ruth (4); Ractham, Peter (4)

**Author affiliation:** (1) Department of Industrial Management, University of Tehran, Tehran, Iran; (2) Department of Industrial Management, Islamic Azad University, Tehran, Iran; (3) Department of Management, University of Qom, Qom, Iran; (4) Thammasat Business School, Thammasat University, 2 Prachan Road, Pranakorn District, Bangkok; 10200, Thailand

**Corresponding author:** Anjomshoae, Ali

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**Abstract:** Disaster relief operations rely on reliable real-time information sharing during disasters to coordinate scarce resources and save lives. The Internet of Things (IoT) has recently been regarded as an important technology for enhancing information sharing in disaster response operations to achieve effective coordination, accurate situational awareness, and comprehensive visibility of operational resources. Despite its relevance, its adaptation and implementation have been fraught with complexity. This research aims to understand the IoT enablers of humanitarian supply chain coordination. Seven dimensional enablers have been formulated by reviewing the literature and validating with practitioners' opinions. A structural model is then developed using the Decision-Making Trial and Evaluation Laboratory (DEMATEL) technique that addresses the interdependencies of IoT enablers in humanitarian supply chain coordination. Finding provides insights into the interplay between management support, IT infrastructures, and third-party logistics service providers as key enablers towards adaptation and implementation of IoT in humanitarian supply chains. Results provide important implications and insight to decision-makers in international humanitarian organizations toward adaptation and implementation of IoT systems in humanitarian supply chains. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 44

**Main heading:** Internet of things

**Controlled terms:** Decision making - Disaster prevention - Electronic commerce - Emergency services - Information analysis - Information dissemination - Supply chains

**Uncontrolled terms:** Coordination - Decision-making trial and evaluation laboratory - Decisions makings - Disaster relief operations - Enabler - Humanitarian supply chain - Internet of thing - Real-time information sharing - Scarce resources - Supply chain coordination

**Classification code:** 722.3 Data Communication, Equipment and Techniques

Data Communication, Equipment and Techniques

- 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

- 911.3 Inventory Control

Inventory Control

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 912.2 Management

Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

**Funding Details:** Number: -, Acronym: -, Sponsor: Intelligence Community Postdoctoral Research Fellowship Program;

**Funding text:** This study was supported by Thammasat Postdoctoral Fellowship.

**Compendex references:** YES

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**Data Provider:** Engineering Village

## 7. Key factors of adopting energy management systems in building sector in Taiwan

**Accession number:** 20230313410255

**Authors:** Chang, Chih-Wei (1); Hung, Wei-Hsi (1)

**Author affiliation:** (1) Department of Management Information Systems, National Chengchi University, Taipei, Taiwan

**Corresponding author:** Chang, Chih-Wei(107356509@nccu.edu.tw)

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** It is no doubt the world is experiencing global warming and human emission causes distinct climate change. According to the analysis from International Energy Agency, the over consumed nature resources from power, industry, transport and building sectors are off the major factors reflecting on the essential greenhouse gases to life. As moving onto the smart technology and smart grid development, recent studies indicate that using the advanced energy management systems is critical to improve power efficiency, energy saving, and reduce greenhouse gas emission.

This study relies on a systematic literature review and expert opinion to identify the critical factors of adoption building energy management system. Finally, a framework is presented to evaluate the introduction of energy management systems in the construction field in order to achieve zero carbon ready buildings. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 58

**Main heading:** Energy management systems

**Controlled terms:** Carbon - Energy efficiency - Energy management - Global warming - Greenhouse gases - Smart power grids - Zero energy buildings

**Uncontrolled terms:** BEMS - Building energy management systems - Buildings sector - In-buildings - International energy agency - Key factors - Nearly zero energy building - TOE - Zero carbon ready building - Zero carbons

**Classification code:** 443.1 Atmospheric Properties

Atmospheric Properties

- 451.1 Air Pollution Sources

Air Pollution Sources

- 525 Energy Management and Conversion

Energy Management and Conversion

- 525.2 Energy Conservation

Energy Conservation

- 706 Electric Transmission and Distribution

Electric Transmission and Distribution

- 706.1 Electric Power Systems

Electric Power Systems

- 804 Chemical Products Generally

Chemical Products Generally

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 8. Factors influencing intention to purchase through VR platforms

**Accession number:** 20230313410242

**Authors:** Muensit, Sarocha (1); Thongmak, Mathupayas (1)

**Author affiliation:** (1) Thammasat University, Bangkok, Thailand

**Corresponding author:** Muensit, Sarocha(sarocha-mue63@tbs.tu.ac.th)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** With technological advancement, Virtual Reality (VR) significantly impacts various industrial sectors, including education, medicine, gaming, and tourism. In particular, the idea of VR has been extensively applied in e-commerce to create realistic online shopping experiences. The purpose of this study is to investigate factors influencing purchase intention through VR platforms by applying the concept of the IS success model and flow theory. The data were collected from 300 respondents with experience in online shopping via e-commerce websites. Confirmatory factor analysis and structural equation modeling were used to test the proposed research model. Results indicate that factors influencing purchase intention through virtual reality platforms are attitude, satisfaction, concentration, information quality, service quality, system quality, enjoyment, and time distortion. The findings could



guide entrepreneurs and platform developers to develop a virtual reality platform suitable for e-commerce to enhance the consumer experience. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 61

**Main heading:** Sales

**Controlled terms:** Electronic commerce - Factor analysis - Purchasing - Virtual reality

**Uncontrolled terms:** Confirmatory factor analysis - E-commerces - E-commerce websites - Flow theories - Industrial sector - IS success model - Model theory - Online shopping - Purchase intention - Technological advancement

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

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 922.2 Mathematical Statistics

Mathematical Statistics

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 9. Transforming nested structures of flowchart into hierarchical coloured Petri Nets

**Accession number:** 20230313409923

**Authors:** Phokhai, Methawi (1); Vatanawood, Wiwat (1)

**Author affiliation:** (1) Department of Computer Engineering, Faculty of Engineering Chulalongkorn University, Bangkok, Thailand

**Corresponding author:** Phokhai, Methawi(6272071821@student.chula.ac.th)Vatanawood, Wiwat(wiwat@chula.ac.th)

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**Abstract:** Flowchart is commonly used diagram to represent the processes in design phase of a software system. However, the flowchart of a complex software system inevitably contains the nested structures of branching and looping of the processes. The verification of these nested structure of the flowchart in advance is still difficult to conduct even using simulation techniques. In this paper, we intend to consider the complex flowchart with nested structures, so called nested-if and nested-loop, as our input design model. A set of mapping rules is proposed to transform the input complex flowchart with nested structures into the hierarchical coloured Petri nets to avoid the drawing of a single huge net of complicate model. The hierarchical coloured Petri nets also provides us to manage level of abstraction of the formal model and helps us concentrate on only an appropriate detail at a time. In our transforming approach, both data flow and control flow of the processes in flowchart are concerned as well so that all changing states of the observable variables in the flowchart would be represented and simulated in our resulting hierarchical coloured Petri nets. The CPN simulation tool is used to test and ensure the correctness of our resulting hierarchical coloured Petri nets. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 14

**Main heading:** Formal verification

**Controlled terms:** Computer software - Electronic commerce - Flowcharting - Metadata - Petri nets

**Uncontrolled terms:** Complex software systems - Design models - Design phase - Flowchart - Hierarchical colored petri nets - Input design - Nested Loops - Nested structures - Simulation technique - Software-systems

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

Computer Software, Data Handling and Applications

- 723.1 Computer Programming

Computer Programming

- 723.5 Computer Applications

Computer Applications

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 10. RFL-based customer segmentation using K-means algorithm

**Accession number:** 20230313410267

**Authors:** Boubehreje, Atena (1); Abdolvand, Neda (2); Sojodishijani, Omid (1)

**Author affiliation:** (1) Faculty of Electrical, Computer, and IT Engineering, Qazvin Azad University, Qazvin, Iran; (2) Department of Management, Faculty of Social Sciences and Economics, Alzahra University, Tehran, Iran

**Corresponding author:** Abdolvand, Neda(n.abdolvand@alzahra.ac.ir)

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**Abstract:** Customer segmentation has become crucial for the company's survival and growth due to the rapid development of information technology (IT) and state-of-the-art databases that have facilitated the collection of customer data. Financial firms, particularly insurance companies, need to analyze these data using data mining techniques in order to identify the risk levels of their customer segments and revise the unproductive groups while retaining valuable ones. In this regard, firms have utilized clustering algorithms in conjunction with customer behavior-focused approaches, the most popular of which is RFM (recency, frequency, and monetary value). The shortcoming of the traditional RFM is that it provides a one-dimensional evaluation of customers that neglects the risk factor. Using data from 2586 insurance customers, we suggest a novel risk-adjusted RFM called RFL, where R stands for recency of policy renewal/purchase, F for frequency of policy renewal/purchase, and L for the loss ratio, which is the ratio of total incurred loss to the total earned premiums. Accordingly, customers are grouped based on the RFL variables employing the CRISP-DM and K-means clustering algorithm. In addition, further analyses, such as ANOVA as well as Duncan's post hoc tests, are performed to ensure the quality of the results. According to the findings, the RFL performs better than the original RFM in customer differentiation, demonstrating the significant role of the risk factor in customer behavior evaluation and clustering in sectors that have to deal with customer risk. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 38

**Main heading:** Insurance

**Controlled terms:** Data mining - Electronic commerce - K-means clustering - Sales

**Uncontrolled terms:** Customer behavior - Customer risks - Customers segmentations - K-mean algorithms - Monetary value - Policy renewal - Recency, frequency, and monetary value - Risk factors - State of the art - Survival and growth

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

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 11. Digital inequalities at high schools in Thailand: A survey-based exploration leading to expert-backed bridging strategies

**Accession number:** 20230313410237

**Authors:** Nanthakorn, Bob (1); Ractham, Peter (1); Suwannakart, Phatsaporn (1)

**Author affiliation:** (1) Thammasat Business School, Bangkok, Thailand

**Corresponding author:** Nanthakorn, Bob(bob.nanthakorn@gmail.com)

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**Abstract:** Purpose: The purpose of this research is to explore the accessibility of online education for high school students in Thailand. It especially focuses on identifying the inequalities among Thai students in terms of availability of IT hardware, internet access, and IT skills by comparing the results of surveys of students in urban areas with those from students in rural areas within Thailand. Based on these findings and input from experts in the Thai education system, strategies to reduce digital inequalities are presented. Design/methodology/approach: To fulfill the objectives of this research, primary data is collected through online surveys with Thai high school students in order to explore digital inequalities. Additionally, semi-structured interviews with experts on Thai education are conducted in order to evaluate the findings from the students' survey responses and to generate bridging strategies. Moreover, a regional comparison based on findings from research conducted in neighboring countries will enable an analysis of the findings in an international context. Findings: This research provides information and insights into digital inequalities existing in the Thai education system. It reveals insights into the availability of IT hardware and access to the internet for online education, as well as the IT skills of high school students across Thailand. It highlights the differences in these areas between urban and rural locations within the country. Based on these findings, expert-backed recommendations are provided to bridge these inequalities. Originality/value: The demand for IT in education is increasing significantly. Recent developments, such as the COVID-19 pandemic, have accelerated such trends. These rapid evolutions need to be explored regularly in order to inform appropriate intervention strategies. Therefore, this research contributes to academia and enhances the ability of stakeholders and decision-makers in Thailand's education sector to respond effectively to the increasing digital inequalities experienced by Thai high school students. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 27

**Main heading:** Students

**Controlled terms:** COVID-19 - Decision making - E-learning - Rural areas

**Uncontrolled terms:** Digital divide - Digital inequalities - Education systems - High school students - Higher School - IT hardware accessibility - IT skills - On-line education - Thai students - Thailand

**Classification code:** 461.7 Health Care

Health Care

- 912.2 Management

Management

**Compendex references:** YES

**Database:** Compendex  
Compilation and indexing terms, Copyright 2023 Elsevier Inc.  
**Data Provider:** Engineering Village

## 12. RFID and environmental sustainability: Case of Weatherford firm in the oil and gas drilling industry

**Accession number:** 20230313409919

**Authors:** Angeles, Rebecca (1)

**Author affiliation:** (1) University of New Brunswick, Fredericton; NB, Canada

**Corresponding author:** Angeles, Rebecca(rangeles@unb.ca)

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** This paper features a one-case study analysis focusing on Weatherford, an oil and gas exploration firm operating in 75 countries and the firm's use of radio frequency identification (RFID) for its TRIP1 system used to direct the work of function tools downhole in a well reservoir. Two theoretical frameworks, the Socio-Technical Systems Theory and the Affordances Theory are used to interpret Weatherford's RFID deployment in this one specific application. This study uses the qualitative case study method and content analysis in evaluating the primary data. The importance of RFID specifically for applications in the oil and gas exploration industry ties in directly with the current urgent concern of society for environmental sustainability. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 25

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

**Controlled terms:** Electronic commerce - Geological surveys - Infill drilling - Petroleum prospecting - Radio waves - Sustainable development

**Uncontrolled terms:** Case study analysis - Drilling industry - Environmental sustainability - Environmental threats - Gas drillings - Oil and gas - Oil and gas exploration - Oil drilling - Radio frequency identification - Radio-frequency-identification

**Classification code:** 481.1 Geology

Geology

- 511.1 Oil Field Production Operations

Oil Field Production Operations

- 512.1.2 Petroleum Deposits : Development Operations

Petroleum Deposits : Development Operations

- 711 Electromagnetic Waves

Electromagnetic Waves

- 716.3 Radio Systems and Equipment

Radio Systems and Equipment

- 723.5 Computer Applications

Computer Applications

- 731.1 Control Systems

Control Systems

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

### **13. Soft systems modelling of design artefacts for blockchain-enabled precision healthcare as a service**

**Accession number:** 20230313410270

**Authors:** Zahid, Arnob (1); Sharma, Ravishankar (2); Wingreen, Stephen (1); Inthiran, Anushia (1)

**Author affiliation:** (1) Department of Accounting and Information Systems, College of Business and Law, University of Canterbury, Christchurch, New Zealand; (2) College of Technological Innovation, Zayed University, Abu Dhabi, United Arab Emirates

**Corresponding author:** Zahid, Arnob(arnob07@yahoo.com)

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**Volume:** 22

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Precision Healthcare (PHC) is a disruptive innovation in digital health that can support mass customisation. However, despite the potential, recent studies show that PHC is ineffectual due to the lower patient adoption into the system. This paper presents a Blockchain-enabled PHC ecosystem that addresses ongoing issues and challenges regarding low opt-in rates. Soft Systems Methodology was adopted to create and validate UML design artefacts. Research findings report that there is a need for data-driven, secure, transparent, scalable, individualised and precise medicine for the sustainability of healthcare and suggests further research and industry application of explainable AI, data standards for biosensor devices, affordable Blockchain solutions for storage, privacy and security policy, interoperability, and user-centricity. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 63

**Main heading:** Blockchain

**Controlled terms:** Digital storage - Electronic commerce - Health care - Industrial research - Interoperability - Sustainable development

**Uncontrolled terms:** Block-chain - Design artifacts - Disruptive innovations - Issues and challenges - Mass customization - Precision healthcare - Soft systems - Soft systems methodology - System models - Trust

**Classification code:** 461.7 Health Care

Health Care

- 722.1 Data Storage, Equipment and Techniques

Data Storage, Equipment and Techniques

- 723.3 Database Systems

Database Systems

- 723.5 Computer Applications

Computer Applications

- 901.3 Engineering Research

Engineering Research

- 912.1 Industrial Engineering

Industrial Engineering

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 14. Finding customer behavior insights for content creation in material and product sourcing using specialized topic analysis

**Accession number:** 20230313410245

**Authors:** Chotisarn, Noptanit (1); Siriphongwatana, Phanuphong (2); Thanisuwiphat, Phattranit (2); Gulyanon, Sarun (2); Nadee, Winai (1)

**Author affiliation:** (1) Department of Management Information Systems, Thammasat Business School, Thammasat University, Bangkok, Thailand; (2) Data Science and Innovation Program, College of Interdisciplinary Studies, Thammasat University, Pathum Thani, Thailand

**Corresponding author:** Nadee, Winai(winai@tbs.tu.ac.th)

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

**Volume:** 22

**Part number:** 1 of 1

**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** In content creation, customer behavior insights are very important as they help creators find and create the content that drives sales. To comprehend customer needs, content creators need not just generalized information but also specific information, which can be different across markets and cultures. This information also needs some standards so it can be analyzed systematically. This paper aims to obtain customer insight into web content. Inside the web content, one possible source of this information is the tags based on customer feedback and the related entities. In this case, the product review data were collected and analyzed. However, manually analyzing feedback is a time-consuming activity. In this work, we formulated the topic analysis problem specialized for material and product sourcing, which could benefit product analysis and development. Technically, we also compared different text processing and classification methods, which set the benchmarks for reviewing the model performance in the future. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 14

**Main heading:** Sales

**Controlled terms:** Benchmarking - Classification (of information) - Cost benefit analysis - Digital storage - Electronic commerce - Text processing - Websites

**Uncontrolled terms:** Content creation - Customer behavior - Customer behavior insight - Customer need - Materials and products - Product sourcing - Specialized topic analyse - Text classification - Topic analysis - Web content

**Classification code:** 716.1 Information Theory and Signal Processing

Information Theory and Signal Processing

- 722.1 Data Storage, Equipment and Techniques

Data Storage, Equipment and Techniques

- 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

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 912.2 Management

Management

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

Data Provider: Engineering Village

## 15. An analysis of YouTuber's collaboration towards audience engagement

**Accession number:** 20230313410232

**Authors:** Hankunaseth, Sukritta (1); Nadee, Winai (1)

**Author affiliation:** (1) Department of Management Information Systems, Thammasat Business School, Thammasat University, Bangkok, Thailand

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** YouTube has gained its popularity among audiences, and it has been efficiently used to reach mass audiences as same as tradition mass media i.e., television. Therefore, YouTube has become a main channel for marketers. The popularity of YouTube is significantly related to its content creators. Many people have become content creators or youtubers, who produce and publish massive contents on YouTube every day. Youtubers adopt many strategies to gain more attentions from the audiences. One of those strategies is youtubers or channel collaboration where more than one content creator appears in the content. This study aimed to investigate the influence of this kind of collaborative events towards the audience engagement. The observation method was conducted on 29 YouTube channels for three months. The results showed that collaborative events have significantly influence on audience engagement, number of views and followers. Game show was the most positive influential type of content. There was no significant difference between one-way and two-way relationship between YouTube channels. This study might contribute marketers and content creators in creating campaigns and contents, whereas offer deeper understanding in this phenomenon in terms of research. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 20

**Main heading:** Electronic commerce

**Uncontrolled terms:** Audience engagement - Collaboration on youtube - Content creators - Mass media - Observation method - OR channels - Para-social interaction - Social interactions - YouTube - Youtuber

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

Data Provider: Engineering Village

## 16. Exploring enterprises competition: From a perspective of massive recruitment texts mining

**Accession number:** 20230313410241

**Authors:** Liu, Lu (1); Fang, Jiaming (1); Li, Liangqiang (2)

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

**Corresponding author:** Fang, Jiaming(jmfang@uestc.edu.cn)

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**ISSN:** 16830040

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Extant research has made limited efforts to conduct competitive intelligence analysis based on recruitment texts. To fill the gap, this study proposes a method for deriving and analyzing competitive relationships, identifying competition paths, and calculating asymmetric competitiveness degrees, from the recruitment texts on e-recruiting websites. Specifically, this study developed a competitive evaluation index system for companies' skill needs and resource base based on 53,171 job descriptions and 42,641 company profiles published by companies across 8 industries (including 35 industry segments) using automated text processing methods. Furthermore, in order to identify competitive paths and calculate the degree of asymmetric competitiveness, this study proposes a modified bipartite graph approach (i.e., MBGA) for competitive intelligence analysis of recruitment texts based on the competition evaluation index system. Experiments on a real-world dataset of the representative companies clearly validated the effectiveness of the method. Compared to the five state-of-the-art methods, MBGA performs better in disclosing the overall competition and is more accurate in terms of the error rating ratio (i.e., ERR) of the competition. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 40

**Main heading:** Competition

**Controlled terms:** Employment - Graph theory - Text processing

**Uncontrolled terms:** Asymmetric competitiveness degree - Bipartite graphs - E-recruiting - Enterprise competition - Evaluation indices system - Intelligence analysis - Job description - Recruitment text - Resource base - Text-mining

**Classification code:** 903.1 Information Sources and Analysis

Information Sources and Analysis

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 911.2 Industrial Economics

Industrial Economics

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

**Funding Details:** Number: SC22B144, Acronym: -, Sponsor: Social Science Foundation of Liaoning Province;

**Funding text:** This work is supported by the Social Science Foundation of Sichuan Province (SC22B144).

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 17. Promoting consumers' online brand attention: The study of spatiotemporal analysis in regional apples

**Accession number:** 20230313409917

**Authors:** Zhang, Tingting (1); Wang, William Yu Chung (2)

**Author affiliation:** (1) University of Science and Technology, Beijing, China; (2) University of Waikato, New Zealand

**Corresponding author:** Wang, William Yu Chung(william.wang@waikato.ac.nz)

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** With the application and promotion of agricultural products e-commerce, it is of great significance to increase the popularity of brand recognition to promote the market value of agricultural products. Online attention is an important form of regional brand awareness of agricultural products on the Internet. Taking the apple industry as an example, this paper uses 6 years of data from the Baidu search index to analyze the spatiotemporal characteristics of apple brands in China. The study has demonstrated a way to analyze online brand attention and its relationship with regional brands. Further studies are to be made in more detailed attributes associated with the forming of attention to enhance the online brand attention and promote agricultural products. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 14

**Main heading:** Electronic commerce

**Controlled terms:** Fruits

**Uncontrolled terms:** Brand awareness - Brand recognition - E- commerces - Market values - Online brand attention - Regional brand - Search/index - Spatiotemporal analysis - Spatiotemporal characteristics

**Classification code:** 723.5 Computer Applications

Computer Applications

- 821.4 Agricultural Products

Agricultural Products

**Numerical data indexing:** Age 6.00E+00yr

**Funding Details:** Number: 20YJC630214, Acronym: -, Sponsor: Humanities and Social Science Fund of Ministry of Education of China; Number: FRF-BR-20-04B, Acronym: -, Sponsor: Fundamental Research Funds for the Central Universities; Number: FRF-TP-20-022A1, Acronym: -, Sponsor: Fundamental Research Funds for the Central Universities;

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**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 18. How does Covid-19 disrupt traditional success models: The case of e-learning

**Accession number:** 20230313410248

**Authors:** Plaisent, Michel (1); Öncel, Asli Gül (2); Tomiuk, Daniel (1); Benslimane, Younes (3); Zuccaro, Cataldo (1); Bernard, Prosper (1)

**Author affiliation:** (1) University of Quebec at Montreal, Montreal, Canada; (2) Galatasaray University, stanbul, Turkey; (3) York University, Canada

**Corresponding author:** Plaisent, Michel(plaisent.michel@uqam.ca)

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

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**Language:** English

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** This paper questions the prevalent approach in assessing the value of e-learning through the information system model. A recall is made of the evolution of DeLone and McCain model and other theory at the basis of such assessment, namely TAM derived models and performance models. In these years of covid which imposed e-learning on schools, without adequate preparation this examination is more than ever important since it changes the logic of the assessment. The covid19 caused an involuntary use of e-learning that questions the validity of prevalent models. An integrated model, which take this aspect into consideration, is proposed in this article, to be validated empirically in a soon future. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 75

**Main heading:** Electronic commerce

**Controlled terms:** E-learning - Learning systems

**Uncontrolled terms:** Covid-19 - Delone and mclean - E - learning - E-readiness - IS success model - Performance - Satisfaction - Success models - Teacher readiness - Teachers'

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 19. Understanding users' trust transfer mechanism in food delivery APP

**Accession number:** 20230313409926

**Authors:** Nguyen, Trang (1); Mai, Tai Xuan (2)

**Author affiliation:** (1) School of International Business and Marketing, University of Economics, Ho Chi Minh City, Viet Nam; (2) Department of Tourism and Hospitality, FPT University, Viet Nam

**Corresponding author:** Nguyen, Trang(trangnth@ueh.edu.vn)

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** With the rapid dissemination of mobile technologies, along with hectic life nowadays, consumers are more in favor of food delivery apps (FDA). However, many aspects related to the usage of FDAs have not been fully unearthed. Drawing upon the trust transfer theory, the study theorizes the consumer's trust formation in FDA and investigates the antecedents of trust to platform and trust to a merchant that mediates the continuous usage intention and purchase intention. The proposed framework was tested through structural equation modeling (SEM) based on an online questionnaire. The findings illustrate the trust transfer mechanism in the context of the FDA and its effects, which have both theoretical and practical implications for different stakeholders. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 55

**Main heading:** Electronic commerce

**Uncontrolled terms:** Continuous intention - Food delivery - Food delivery app - Mobile Technology - Purchase intention - Structural equation models - Trust transfer - Trust transfer mechanism - Trust transfer theory - Usage intention

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 20. Understanding the service gap between caregivers and recipients in the smart bed system

**Accession number:** 20230313409925

**Authors:** Li, Eldon Y. (1); Hung, Wei-Hsi (1); Huang, Yu-Wen (1); Chang, Jia-Xiang (1)

**Author affiliation:** (1) National Chung Cheng University, Chiayi, Taiwan

**Corresponding author:** Huang, Yu-Wen(ywhuang@g.nccu.edu.tw)

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** With the advancement of medical technologies and low birth rates, the world's elderly population has risen sharply, and the aging society has increased more and more medical demand. Thus, how to provide a quality home care service is critical. To provide quality care, understanding the needs of the service system's users is an important step. This research aims to identify the gaps in service needs as expected between two types of system users – caregivers and recipients. The Internet of things (IoT) based smart-bed system developed by H Company was adopted as the research object. Caregivers and recipients were asked to fill in an analytic-hierarchy-process (AHP) questionnaire to rank the importance of smart-bed system functions. In current stage, this study finds that caregivers and recipients consider the forewarning function the most important. For care recipients, functions related to physical sensations (e.g., data analysis on detailed sleeping behaviors) are more important. While for caregivers, functions that can improve their work efficiency and quality (e.g., customized data reporting) are more important. While caregivers concern more about how to complete their tasks, care recipients value more on safety and comfort of the system. Future research can study the importance of service functions and the reasons causing the gaps in order to provide valuable suggestions for IoT companies to improve their future services development and product marketing. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 8

**Main heading:** Analytic hierarchy process

**Controlled terms:** Biomedical engineering - Internet of things

**Uncontrolled terms:** Birth rates - Cloud services - Customer journey map - Homecare - Long term care - Medical technologies - Service gaps - Service platforms - Smart beds - Smart cloud service platform

**Classification code:** 461.1 Biomedical Engineering

Biomedical Engineering

- 722.3 Data Communication, Equipment and Techniques

Data Communication, Equipment and Techniques

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 961 Systems Science

Systems Science

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 21. Independent station: A New Model of Cross-border E-commerce

**Accession number:** 20230313410252

**Authors:** Dong, Yazhao (1); Zeng, Yitang (1)

**Author affiliation:** (1) School of Foreign Languages, Wuhan Business University, Wuhan, China

**Corresponding author:** Dong, Yazhao(yazhaodong@sina.com)

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

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**Conference location:** Virtual, Online, Thailand

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Currently most cross-border e-commerce sellers are engaged in cross-border e-commerce through mainstream third-party platforms. But increasingly fierce homogenization competition on third-party platforms, sharp decline of traffic dividends, constantly iterative rules and changing policies, compressed profit margins all make it more and more difficult for the sellers to secure a place in marketplace. As a result, many sellers have begun to look for new growth models and independent station is one of them. This paper introduces the overall development of China's cross-border e-commerce and background of the rise of independent station and its overall development over the last a few years. The paper explains how independent station works by making a contrast with third-party platforms, and exemplifies causes of the rise of independent station from several aspects through elaborating its benefits over that of third-party platforms and reasons why cross-border e-commerce sellers are turning to independent station. Based on the general introduction of the fundamental basics of independent station, the papers mainly elaborate the currently popular independent station operation models by explaining their characteristics, comparing their advantages and disadvantages of each of the models as well as giving examples of representative independent station companies. Since independent station is relatively a new mode of cross-border e-commerce and its development is immature thus the paper discusses some problems of independent station for the purpose of offering inspiration and enlightenment for cross-border e-commerce independent station sellers. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 12

**Main heading:** Electronic commerce

**Uncontrolled terms:** Cause - Cross-border - Cross-border e-commerce - E- commerces - Independent station - Iterative rules - Operations Modeling - Problem - Profit margin - Third parties

**Classification code:** 723.5 Computer Applications

Computer Applications

**Funding Details:** Number: 2021KB003, Acronym: -, Sponsor: Scientific Startup Foundation for Doctors of Northwest A and F University; Number: 21ZD151, Acronym: -, Sponsor: Major Program of National Fund of Philosophy and Social Science of China;

**Funding text:** This paper is supported by the Scientific Research Foundation for Doctors in Wuhan Business University (2021KB003) and the Major Program of Philosophy and Social Sciences for Higher Education Institutions in Hubei Province (pre-funded program of Provincial Social Science Foundation) (21ZD151).

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**Database:** Compendex

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**Data Provider:** Engineering Village

## 22. PREFACE

**Accession number:** 20230313409928

**Authors:** Li, Eldon Y. (1); Ractham, Peter (2); Yen, Benjamin (3)

**Author affiliation:** (1) National Chung Cheng University, Taiwan; (2) Thammasat University, Thailand; (3) The University of Hong Kong, Hong Kong

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**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

### 23. Using text analytics to discover organizational congruences: A study of the Thai IT industry

**Accession number:** 20230313409906

**Authors:** Patrakosol, Buraj (1)

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

**Corresponding author:** Patrakosol, Buraj

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

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

**Volume:** 22

**Part number:** 1 of 1

**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

**Issue date:** 2022

**Publication year:** 2022

**Pages:** 593-603

**Language:** English

**ISSN:** 16830040

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

**Conference name:** 22nd International Conference on Electronic Business, ICEB 2022

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Organizational congruence is a leading indicator for organizational adaptation and increasing relevant in technological disruptive environments. However, the congruence perspective is often investigated through another lens. Information technology (IT) literature is less familiar with this perspective. This study aims to raise awareness of the perspective among IT literature by strictly investigating constructs under the perspective. It postulated an investigation akin to a measure development under the congruence perspective. Data was collected from Thai IT industry and a combination of computer-aided text analysis and traditional measure development were implemented. The data was preprocessed to ensure high quality and entered to measure modeling techniques. The results unveil four organizational congruence constructs. Three are first-level constructs: strategy consensus, operational congruence, and competitive congruence. One is second-level construct: organizational ambidexterity. Implications of this discovery are discussed. Limitations and future directions are recognized in the last section. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 65

**Main heading:** Electronic commerce

**Controlled terms:** Computer aided analysis

**Uncontrolled terms:** Ambidexterity - Computer-aided - Computer-aided text analyse - Congruence perspective - Information technology industry - Leading indicators - Organizational congruence - Strategic consensus - Text analysis - Text analytics

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 24. Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

**Accession number:** 20230313409929

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

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

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**Issue date:** 2022

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**Language:** English

**ISSN:** 16830040

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

**Conference name:** 22nd International Conference on Electronic Business, ICEB 2022

**Conference date:** October 13, 2022 - October 17, 2022

**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** The proceedings contain 76 papers. The topics discussed include: a mediation–moderation framework of consumers' intention to participate in crowdfunding; an analysis of youtuber's collaboration towards audience engagement; an economic analysis of software piracy in a competitive cloud computing market: a product bundling perspective; competence recharging in the pandemic: the role of social support, motivation, organizational culture, and self-awareness; developing and validating a scale to identify the employability skill set vital for the frontline workers: a case of hospitals in Delhi/NCR; digital inequalities at high schools in Thailand: a survey-based exploration leading to expert-backed bridging strategies; Disney plus Hotstar on Twitter: using netnography and word clouds to gain consumer insights; exploration of the consideration factors of pure e-commerce business for transforming into new retail model; exploration the future of the metaverse and smart cities; exploring enterprises competition: from a perspective of massive recruitment texts mining; and factors influencing patient's medical choice behavior on internet medical: the perspective of trust.

**Abstract type:** (Edited Abstract)

**Page count:** 733

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 25. Digital financial literacy as a business model: The case study of a FinTech start-up

**Accession number:** 20230313409911

**Authors:** Zhu, Ruilin (1); Paul, Smita (2); Muck, Ivan (3)

**Author affiliation:** (1) Lancaster University, Lancaster, United Kingdom; (2) Management Consultant, Auckland, New Zealand; (3) ff.next, Budapest, Hungary

**Corresponding author:** Zhu, Ruilin(ruilin.zhu@lancaster.ac.uk)

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

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**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Despite the increasingly significant role of Financial Technology (FinTech) in achieving social inclusiveness and the rapid development of digital financial services, digital financial literacy remains a key obstacle realizing the full potential of FinTech and its associated services. Departing from the limited and generic extant research on individual users, this article focuses on the perspective of financial institutions by utilizing a case study method from the organizational perspective. It examines the manner in which digital financial literacy can be leveraged as the business model of a FinTech start-up to promote both business and societal development. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 32

**Main heading:** Finance

**Controlled terms:** Economic and social effects - Electronic commerce

**Uncontrolled terms:** Business models - Case study methods - Case-studies - Digital - Financial institution - Financial literacy - Financial service - Financial technology - Organizational perspectives - Technology start-up

**Classification code:** 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

**Funding Details:** Number: -, Acronym: -, Sponsor: Lancaster University;

**Funding text:** This work is partially supported by the Lancaster University Management School Pump Prime Fund. We also thank ff.next for assisting this project.

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 26. The rising of livestream business model: Insights from the case study of TikTok in the UK

**Accession number:** 20230313410277

**Authors:** Zhao, JianQin (1); Li, HongLei (1)

**Author affiliation:** (1) Northumbria University, Newcastle, United Kingdom

**Corresponding author:** Li, HongLei(Honglei.Li@Northumbria.ac.uk)

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

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

**Volume:** 22

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**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

**Issue date:** 2022

**Publication year:** 2022

**Pages:** 535-543

**Language:** English

**ISSN:** 16830040

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

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Consumer purchasing behaviours have experienced a revolution from offline shopping malls to social media Livestream during the last decade (Sorescu et al., 2011). This study adopts the case-study approach and an online focus group with the managers of TikTok trading business in the UK to examine how TikTok's retailing path can help brands or sellers build a close tie with consumers. This paper concludes with how the TikTok Livestream commercialization pathway impacts the conventional business model. Three conclusions are drawn from this study. Firstly, a video creator who holds the Intellectual Property of a TikTok account plays an essential role as the Livestream video influencer. They have created value for their followers and drive consumers' intention of purchasing behaviour. The livestream of video creators provides opportunities for consumers to interact with the video creator and other consumers. Secondly, Livestream video shopping breaks the limitations of offline physical space and attracts consumers efficiently. Thirdly, social e-commerce empowered by artificial intelligence technologies including image analysis and text analysis plays an essential role in targeting consumers and sustaining the operation of the Livestream shopping platform. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 62

**Main heading:** Consumer behavior

**Controlled terms:** Electronic commerce - Purchasing - Sales

**Uncontrolled terms:** Business models - Case study approach - Case-studies - Commercialisation - Consumer purchasing behaviors - Focus groups - Livestream purchase - Livestream shopping - Offline - Social media

**Classification code:** 723.5 Computer Applications

Computer Applications

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 27. Exploration of the consideration factors of pure e-commerce business for transforming into new retail model

**Accession number:** 20230313410239

**Authors:** Lin, Shiang-Lin (1); Li, Bo-Yi (2)

**Author affiliation:** (1) Department of Information Management, Fu Jen Catholic University, Taipei, Taiwan; (2) Department of Management Information System, National Cheng-Chi University, Taipei, Taiwan

**Corresponding author:** Lin, Shiang-Lin(146414@mail.fju.edu.tw)

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**Language:** English

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Since the outbreak of COVID-19 in the early year 2020, many businesses and industries have encountered serious impact on their operation and maintenance, but the significant growth rate of e-Commerce industries has caught all people's eyes. Many domestic and foreign leading businesses are forced to speed up their configuration for moving into e-Commerce and m-Commerce. For e-Commerce businesses, they do not have much physical communication and interaction with consumers, it may eliminate the expensive management costs, but they cannot provide customers with good opportunities for experiencing. So, how to pure e-Commerce transform into the New Retail Omnichannel operating model is an important research issue. In view of all, this study intends to apply Analytic Hierarchy Process (AHP) in combination with the Fuzzy Theory to analyze a decision-making issue, namely, what



factors are deemed important or concerns to "the pure e-Commerce businesses" in their future transformation into New Retail Omnichannel operating model. In the results of this study, "increase revenue", "develop customer's potential market", "increase stock turnover", "reduce reverse logistics costs", and "increased management costs" are the five consideration factors most important to transformation into new retail model. The results from this study provide the pure e-Commerce businesses with considerably useful reference in the issue of transformation into New Retail operating model in their future. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** Analytic hierarchy process

**Controlled terms:** Behavioral research - Costs - COVID-19 - Decision making - Electronic commerce - Growth rate - Sales

**Uncontrolled terms:** E- commerces - E-commerce business - Fuzzy theory - M-commerce - Management costs - New retail - Omnichannel - Operating models - Operations and maintenance - Speed up

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

Ergonomics and Human Factors Engineering

- 461.7 Health Care

Health Care

- 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 912.2 Management

Management

- 961 Systems Science

Systems Science

- 971 Social Sciences

Social Sciences

**Numerical data indexing:** Size -4.826E-01m

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**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 28. Factors influencing the satisfaction of chat commerce usage experience in Thailand: A Covid necessitated e-business platform

**Accession number:** 20230313410244

**Authors:** Güllep, Eralp (1); Unyapoth, Asis (2); Suesaowaluk, Poonphon (1)

**Author affiliation:** (1) Assumption University of Thailand, Thailand; (2) Digital Government Development Agency, Thailand

**Corresponding author:** Güllep, Eralp(eralp.gullep@gmail.com)

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

**Volume:** 22

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**Publisher:** International Consortium for Electronic Business

**Abstract:** It is an undoubted fact that Internet, and by extension, e-commerce on the Internet is here to stay. Merchants of all types, big and small, are aiming to find their niche in the e-commerce marketplace, and increase their revenue. Consumer preferences on online shopping and use of new technologies are continually shifting as well. Expansion of e-commerce offerings has significantly increased the number of users and trading volumes of online shopping, therefore highlighting the need to research online consumer purchasing behavior. In the meantime, COVID-19, which forced public lockdowns over the last 2 years, led the consumers to engage in alternative purchasing channels. One of those new channels that was successful due to the increased use of smartphone mobile apps technology is called "conversation commerce", a.k.a., "chat commerce" or "c-commerce". In this research, with the use of a web-based survey involving 227 respondents, we investigated into the factors influencing the satisfaction of chat commerce usage experience in Thailand, and focused on their views based on generational age differences among them. This research's objectives were to answer the following 2 research questions: [1] What factors influence the satisfaction of chat commerce usage experience in Thailand?; [2] Do factors influencing the satisfaction of chat commerce usage experience vary among generational age differences? The 10 factors studied in this research, which may lead to the success of chat commerce in Thailand, were: [1] Service Rep's Reliability; [2] Service Rep's Assurance; [3] Service Rep's Responsiveness; [4] Service Rep's Empathy; [5] Perceived Information Quality; [6] Perceived Appropriate Wait Time; [7] Trust in the Platform; [8] Perceived Ease of Use; [9] Perceived Usefulness; [10] Satisfaction with the Experience. The 4 generations in this study were: [1] Baby Boomer; [2] Gen X; [3] Gen Y; [4] Gen Z. The results of this study indicate that all 10 proposed factors ultimately have positive influence on Satisfaction with chat commerce usage experience, and may lead to the success of chat commerce in Thailand, while the 2 most important factors being Assurance [ASS] and Perceived Usefulness [PUS]. This was true for ASS for 3 of the generations (Baby Boomer, Gen X, Gen Z), as well as for the entire dataset; and for PUS for 2 of the generations (Gen Y, Gen Z), as well as the entire dataset. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 53

**Main heading:** Electronic commerce

**Controlled terms:** Consumer behavior - Sales

**Uncontrolled terms:** Chat commerce - Customer support - Live chat interaction - Online customer support - Online customers - Perceived ease-of-use - Perceived usefulness - Thailand - Trust in E-commerce - Usage experience

**Classification code:** 723.5 Computer Applications

Computer Applications

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

**Numerical data indexing:** Age 2.00E+00yr

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 29. Social media marketing: A bibliometric study in digital marketing literatures

**Accession number:** 20230313409920

**Authors:** Hsu, Karry Kailin (1); Hung, Wei-Hsi (1)

**Author affiliation:** (1) NCCU Department of Management Information Systems, Taipei, Taiwan

**Corresponding author:** Hsu, Karry Kailin(106356503@nccu.edu.tw)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** After the COVID-19 pandemic influenced the global market, people around the world reduced their visits to physical stores, however opted to make purchases online instead. By providing a platform for their products to be heard during the crisis, the public was able to express their opinion through social media. The purpose of this study is to improve the understanding of "digital marketing" and to examine the effects and factors that influence the use of social media (digital marketing), publication-related journals on online marketing on brands and consumers in the study of digital marketing. The study collected data using the Web of Science (WoS) SSCI database from January 2016 to June 2022 on the topic "Digital Marketing", where 4,295 articles containing quantitative analysis of the relevant literature on Digital Marketing (DM) to find overall trends and predictions were adopted. Six different categories of DM articles were used to classify and investigate the different distribution states in order to find the relevant research developments and division states between 2016 and 2022. Research gaps and DMs are analyzed and synthesized, and a framework for future directions is proposed. This study presents the relevance of digital marketing journal capabilities to the advertising business, research trends and future information in organizing digital marketing (DM), marketing-related research and identifying the core of DM-related research, key aspects of measuring business performance. The proposed dimension of the Digital Marketing Capability Framework is to identify new research directions in the marketing and advertising chain. Systematic evaluation of the relevant literature is categorized at the company level. Key measures of the relevance of digital marketing capabilities to companies (B2C and B2B) and business performance are presented. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 12

**Main heading:** Marketing

**Controlled terms:** Electronic commerce - International trade - Social networking (online)

**Uncontrolled terms:** Bibliometric - Business performance - Digital marketing - Global market - Lotkum's law - Marketing capability - Physical stores - Social media - Social media marketings - Web of Science

**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

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**Data Provider:** Engineering Village

### 30. Using artificial intelligence to study the impact of jobseekers' Facebook profile pictures on recruiters' interview decision

**Accession number:** 20230313409905

**Authors:** Ko, Shu-Fen (1); Li, Eldon Y. (1); Wu, Ya-Ling (2)

**Author affiliation:** (1) National Chengchi University, Taipei, Taiwan; (2) Tamkang University, China

**Corresponding author:** Wu, Ya-Ling(joannewu@mail.tku.edu.tw)

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

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Previous research has shown that jobseekers' information on Facebook influences recruiters' decision-making. This study extends previous research by using artificial intelligence to study the impact of jobseekers'

Facebook profile pictures sharing on recruiters' decision-making during the pandemics. For most people, Facebook is an integral part of everyday life. Facebook allows its jobseekers to interact with passive and active jobseekers in a low-cost and relatively easy way. Facebook is a useful business tool for companies and individuals to promote their brands, personal image and personality types. Jobseekers are one of the largest groups of Facebook jobseekers. Smart business recruiters and recruiters are using many tools and strategies to find the best Jobseekers on Facebook. Jobseekers' Facebook profile pictures sharing has been a topic of interest to searchers in recent years. This study collected data from 500 Jobseekers' Facebook profile pictures and recruited 50 recruiters. The results show that the jobseekers' Facebook profile pictures are positively correlated with recruiters' interview decisions during the pandemic. This study uses artificial intelligence to judge the personality traits of jobseekers based on Facebook profile pictures and examines the impact of jobseekers' Facebook profile pictures and recruiters' interview decisions. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 24

**Main heading:** Decision making

**Controlled terms:** Artificial intelligence - Behavioral research - Costs - Electronic commerce - Social networking (online)

**Uncontrolled terms:** Business tools - Decisions makings - Facebook - Facebook profile picture - Integral part - Interview decision - Jobseekers - Low-costs - Personal image - Personality traits

**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

- 723.4 Artificial Intelligence

Artificial Intelligence

- 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 912.2 Management

Management

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 31. Exploring achievement gamification on online medical quality based on machine learning and empirical analysis

**Accession number:** 20230313409912

**Authors:** Chen, Shuqing (1, 2, 3); Zhang, Xiaofei (4); Guo, Xitong (1); Lai, Kee-Hung (3)

**Author affiliation:** (1) School of Management, Harbin Institute of Technology, Harbin, China; (2) School of Medicine and Health, Harbin Institute of Technology, Harbin, China; (3) Faculty of Business, The Hong Kong Polytechnic University, Li Ka Shing Tower, Hung Hom, Kowloon, Hong Kong; (4) Business School, Nankai University, Tianjin, China

**Corresponding author:** Guo, Xitong

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

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** How to improve online medical quality is an important challenge for practitioners of digital health platforms. Gamification creates new opportunities to deal with the problem persistent in online health services. To better understand the role of gamification in online health services context, this study intends to use the research method of machine learning and natural experiment to explore the impact of achievement gamification on online medical quality in online health services, as well as the moderating effects of doctors' personality and image. Theoretically, this study will expand the application of game strategy in the field of healthcare, and make up for the deficiency of the effects of gamification on online medical quality. Practically, it provides guidance for promoting doctors' online participation behavior, improves the quality of online health services, and suggests ways for optimizing the rational allocation of online health resources. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 29

**Main heading:** E-learning

**Controlled terms:** Electronic commerce - Machine learning - Medical imaging

**Uncontrolled terms:** Achievement gamification - Digital health - Empirical analysis - Gamification - Health services - Machine-learning - Natural experiment - On-machines - Online medical quality - Research method

**Classification code:** 461.1 Biomedical Engineering

Biomedical Engineering

- 723.4 Artificial Intelligence

Artificial Intelligence

- 723.5 Computer Applications

Computer Applications

- 746 Imaging Techniques

Imaging Techniques

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**Data Provider:** Engineering Village

## 32. Research hotspots and trends of fresh e-commerce in China: A knowledge mapping analysis based on bibliometrics

**Accession number:** 20230313410259

**Authors:** Ye, Qiongwei (1); Huang, Caiming (1); Ding, Dan (2); Liao, Qichen (3); Chan, Yiu Ching (4)

**Author affiliation:** (1) Yunnan University of Finance and Economics, Kunming, China; (2) Southwester University of Finance and Economics, Chengdu, China; (3) Beijing Foreign Studies University, Beijing, China; (4) Au Bet Company, Ke Chuan Holding Co. Ltd

**Corresponding author:** Ding, Dan(dingd@swufe.edu.cn)Liao, Qichen(lqc\_cara@163.com)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The fresh e-commerce industry has seen a sudden and substantial rise since the outbreak of COVID-19. The rapid development of this industry calls for a comprehensive and systematic review of its research status, hotspots and future trends, which will have significant implications for researchers in related fields. This paper first conducts a current situation analysis of the core literature on fresh e-commerce retrieved from four databases – CNKI, CSSCI, Wanfang and VIP – to categorize the research status of fresh e-commerce in three dimensions: the year of publication, article sources, and distribution of subjects. CiteSpace is then used to perform a bibliometric analysis of the data and to create visualized knowledge maps. The results show that the research on fresh e-commerce can be divided into three stages: rapid development (2012-2015), exploration and transformation (2016-2019), maturity and upgrade (2020-present). At each stage, the research evolves toward diversity and maturity with policy developments and changes in the external environment. Cold chain logistics, business models, freshness-keeping of products and e-commerce are ongoing research hotspots in fresh produce e-commerce, while later studies focus more on the transformation and upgrade of products, logistics, distribution and platforms to better serve consumers' consumption habits and environmental requirements. This study provides valuable insights for researchers and enterprises who are engaged in the industry and for those who are interested in the development of fresh e-commerce in China. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 35

**Main heading:** COVID-19

**Controlled terms:** Electronic commerce - Knowledge engineering

**Uncontrolled terms:** Bibliometric - Citespace - E- commerces - Fresh e-commerce - Hotspot and trend - Hotspots - Knowledge mapping - Mapping analysis - Research status - Systematic Review

**Classification code:** 461.7 Health Care

Health Care

- 723.4 Artificial Intelligence

Artificial Intelligence

- 723.5 Computer Applications

Computer Applications

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**Funding text:** This work was supported by the Prominent Educator Program: Yunnan[2018]11, Yunnan Province Young Academic and Technical Leader candidate Program: 2018HB027, Yunnan Science and Technology Fund: 2017FA034, Kunming E-Business and Internet Finance R&D Center(KEIRDC[2020])

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

### 33. Smart home on the rise? The role of trust and privacy in technology acceptance of smart home devices

**Accession number:** 20230313410269

**Authors:** Roloff, Martin (1); Lang, Fabian (1)

**Author affiliation:** (1) Hanover University of Applied Sciences and Arts, Hanover, Germany

**Corresponding author:** Lang, Fabian(fabian.lang@hs-hannover.de)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** In recent years, smart devices have been more prevalent in people's homes. In this context, this study analyzes the role of trust and privacy in technology acceptance of those devices. Derived from theoretical considerations, we form eleven hypotheses and test them by structural equation modeling (SEM). The analysis relies on data from a quantitative survey on smart thermostats with 324 participants from Germany. The results indicate a strong positive total effect of trust and a negative impact of privacy concerns on the intention to use, showing the special relationships of those factors in the context of smart home technology. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 63

**Main heading:** Automation

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Home devices - Intention to use - Privacy - Privacy concerns - Smart devices - Smart homes - Structural equation models - Technology acceptance - Total effect - Trust

**Classification code:** 723.5 Computer Applications

Computer Applications

- 731 Automatic Control Principles and Applications

Automatic Control Principles and Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

### **34. The effect of pandemic and website information on consumers' perceived satisfaction in the hotel industry: An exploratory study focusing on e-marketplace consumers in South Korea**

**Accession number:** 20230313410272

**Authors:** Joo, Kwonneung (1); Kim, Jooyoung (1); Zo, Hangjung (1)

**Author affiliation:** (1) School of Business and Technology Management, College of Business, Korea Advanced Institute of Science and Technology, Korea, Republic of

**Corresponding author:** Zo, Hangjung(joezo@kaist.edu)

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The emergence of the e-marketplace and the Pandemic have had both large and small effects, especially on the tourism and hotel sector. Although several studies have analyzed consumer satisfaction, the impact of the Pandemic on consumers' satisfaction in the e-marketplace environment has received much less attention. Therefore, this study aims to investigate consumers' perceived satisfaction with their accommodation during the COVID-19 outbreak by analyzing website information provided by consumers and hotels. This study examines star rating as a

moderating effect on consumers' perceived satisfaction and the impact of the Pandemic. This study collected data from the Coupang travel platform, one of Korea's largest e-marketplaces, and 1,018 responses were used. Based on the OLS regression approach, the results state that consumers' perceived satisfaction differs before and during COVID-19. In addition, there is a moderating effect of star rating, and perceived satisfaction tends to decrease as the star rating increase. Furthermore, the volume of reviews and hashtags that consumers and hotels provide positively affect perceived satisfaction. This study provides new insights into the e-marketplace approach, considering website information in the tourism literature from an e-business perspective. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 27

**Main heading:** Websites

**Controlled terms:** COVID-19 - Electronic commerce - Hotels - Stars

**Uncontrolled terms:** Consumer satisfactions - E-marketplaces - Exploratory studies - Hotel industry - Moderating effect - Pandemic - Perceived satisfaction - South Korea - Star ratings - Website information

**Classification code:** 402.2 Public Buildings

Public Buildings

- 461.7 Health Care

Health Care

- 657.2 Extraterrestrial Physics and Stellar Phenomena

Extraterrestrial Physics and Stellar Phenomena

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

### 35. Research on promotion mode of dual channel supply chain considering consumer channel preference

**Accession number:** 20230313410261

**Authors:** Chen, Junlin (1); Gao, Wei (1)

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

**Corresponding author:** Chen, Junlin(973179718@qq.com)

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** This paper concentrates on the dual-channel supply chain considering consumer channel preference, which manufacturers through online direct sales and retailers through offline retail, and constructs different promotion models: manufacturers and retailers do not promote, the retailer does promotion and the manufacturer does promotion, while considering consumers' channel preferences, study the impact of promotion on the profit and performance of supply chain system members, and finally get the best promotion strategy for retailers and manufacturers through comparative analysis. It is of extraordinary viable importance to make reasonable promotion decisions for members of the dual-channel supply chain system. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 6

**Main heading:** Supply chains

**Controlled terms:** Electronic commerce - Sales



**Uncontrolled terms:** Channel preference - Comparative analyzes - Direct sales - Dual channel - Dual-channel supply chains - Offline - Performance - Promotion effort - Promotion strategies - Supply chain systems

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911.3 Inventory Control

Inventory Control

- 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

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**Data Provider:** Engineering Village

### 36. Disney plus Hotstar on Twitter: Using netnography and word clouds to gain consumer insights

**Accession number:** 20230313410238

**Authors:** Arora, Prerna (1); Singh, Anurupa Bagchi (1); Ahuja, Vandana (2)

**Author affiliation:** (1) Amity University, Uttar Pradesh, India; (2) Jaipuria Institute of Management, Ghaziabad, India

**Corresponding author:** Arora, Prerna(prerna.aarora97@gmail.com)

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**Publication year:** 2022

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**Language:** English

**ISSN:** 16830040

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Microblogging platform Twitter is being used more and more by businesses to promote and connect with their brands. The main goal of this manuscript is to identify the content typologies that Disney Plus Hotstar utilizes on Twitter to encourage customer engagement. This has been accomplished through the usage of technique termed as Netnography. The document then uses wordclouds to extract user data from the Disney Plus Hotstar twitter feed. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 65

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

**Controlled terms:** Electronic commerce - Marketing

**Uncontrolled terms:** Consumer engagement - Consumer insights - Micro-blogging platforms - Netnography - Social media marketings - Twitter - User data - Word clouds

**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 2023 Elsevier Inc.

**Data Provider:** Engineering Village

### 37. Health-related misinformation sharing on social media in Thailand: A case study during the Covid-19 pandemic

**Accession number:** 20230313410247

**Authors:** Kongkauropham, Wijitra (1); Ractham, Peter (1); Kaewkitipong, Laddawan (1); Chiu, Eric M.P. (1); Namlabut, Sirikorn (2)

**Author affiliation:** (1) Thammasat University, Bangkok, Thailand; (2) Thailand Professional Qualification Institute (Public Organization), Bangkok, Thailand

**Corresponding author:** Kongkauropham, Wijitra(wijitra-kon63@tbs.tu.ac.th)

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Misinformation affects people because it can convince them to believe in how to respond to uncertain situations. During the COVID-19 pandemic, a number of misinformation or fake news were distributed on social media, in Thailand. This research aimed to study attributes and causes of Health-Related Misinformation Sharing in Thailand on social media during the COVID-19 pandemic. Dataset used in this study was collected from the Anti-Fake News Center, the Thai government fact-checking website certified by the International Fact-Checking Network (IFCN). In-depth interviews based on qualitative research technique were also conducted to identify the causes of the transmission of false health news on Thai social media by applying the rumors transmission concept during times of crisis and the theory of Uses and Gratifications. The findings showed five main themes of fake news: conspiracy theories, pseudoscience, fake advertisements, inaccurate information, and misleading information. These elements may establish a conceptual framework for finding the root cause of misinformation spreads during crises. Factors that affect how psychological information was presented and shared are anxiety, insecurity, and uncertainty during the crisis. However, belief is not the only justification for sharing this information because some social media users have shared unverified and no evidence information for personal purposes. The Uses and Gratifications theories are found relevant. This study is intended to broaden the reach of disseminating misleading information as much as possible to lessen the effect of detrimental health fake news on Internet news consumers. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 61

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

**Controlled terms:** COVID-19 - Electronic commerce - Fake detection - Transmissions

**Uncontrolled terms:** Anti-fake - Case-studies - Covid - Disinformation - Fake news - Misinformation - Misleading informations - News centers - Social media - Thailand

**Classification code:** 461.7 Health Care

Health Care

- 602.2 Mechanical Transmissions

Mechanical Transmissions

- 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

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

### 38. Research on the influence of art perception on consumers' purchase intention in online shopping environment

**Accession number:** 20230313410264

**Authors:** Ji, Qiaochu (1); Yang, Yongzhong (1)

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

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

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** There are more and more cases of cooperation between products and art. The combination of art and product is an important global commercial trend. Hagtvedt and Patrick put forward the theory of art infusion effect, the combination of art and products will have a positive impact on consumer evaluation. This study extends the theory of art infusion effect to the online shopping environment to explore whether the art infusion effect exists when consumers shop online. New models are also proposed to further study the outcome variables and moderating variables of art infusion effect. It is found that the art infusion effect still exists in the online shopping environment, that is, the art perception of the product positively affects the product evaluation. Moreover, the art infusion effect can further improve consumers' purchase intention. Finally, openness to art plays a moderating role in this process. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 50

**Main heading:** Purchasing

**Controlled terms:** Electronic commerce - Sales

**Uncontrolled terms:** Art infusion effect - Art perception - Consumer evaluation - Consumer purchase - Online shopping - Product evaluation - Purchase intention

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

### 39. Performance evaluation on the implementation of Pre-established Medical Processes for nurse practitioners in the hospitals

**Accession number:** 20230313410258

**Authors:** Lu, Min-Chen (1); Chen, Ju-Peng (2); Li, Yu-Hsuan (3); Lin, Chin-Yeh (3); Huang, Wei-Min (3)

**Author affiliation:** (1) Ditmanson Medical Foundation Chia-Yi Christian Hospital, Chiayi, Taiwan; (2) Nursing Department, Chiayi Branch, Taichung Veterans General Hospital, Chiayi, Taiwan; (3) Graduate Institute of Healthcare Information Management, National Chung Cheng University, Chiayi, Taiwan

**Corresponding author:** Huang, Wei-Min(wmhuang@mis.ccu.edu.tw)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** In 2015, Taiwan announced the establishment of "Pre-established Medical Processes" and related regulations to assist nurse practitioners in the clinical tasks, maintain medical quality and patient safety, and provide protection in clinical practice. However, the effectiveness of implementation still needs to be improved and strengthened. This study adopts the TAM and the TTF as the research framework, and a cross-sectional design. The questionnaires are administered to the professional nurse practitioners in the hospitals of central Taiwan. A total of 300 questionnaires were distributed, and Smart PLS 3.0 and SPSS 24.0 were both applied to verify interpretability. The questionnaire recovery rate was 88.3%, and the overall predictive power was 65.2%. Technological characteristics and TTF had a significant impact on perceived usefulness. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 24

**Main heading:** Hospitals

**Controlled terms:** Electronic commerce - Nursing

**Uncontrolled terms:** Clinical tasks - Computerized provider order entry - Nurse practitioner - Order entry - Patient safety - Performances evaluation - Pre-established medical process - Quality safety - Task technology fit - Technology acceptance model

**Classification code:** 461.7 Health Care  
Health Care

- 462.2 Hospitals, Equipment and Supplies

Hospitals, Equipment and Supplies

- 723.5 Computer Applications

Computer Applications

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**Funding text:** We would like to thank the "Ditmanson Medical Foundation Chia-yi Christian Hospital Research Project Grant (R111-025)" and colleagues in the specialist nurse team for their guidance and administrative assistance, and also thank the National Chung Cheng University Institute of Medical Information Management " Statistical analysis technical guidance and assistance of the Smart Healthcare and Technology Legal Laboratory.

**Compendex references:** YES

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**Data Provider:** Engineering Village

## 40. Impact of e-HRM system on employee performance

**Accession number:** 20230313410250

**Authors:** Kaewkhamnuan, Theppithak (1); Rotchanakitumnuai, Siriluck (1)

**Author affiliation:** (1) Thammasat University, Thailand

**Corresponding author:** Kaewkhamnuan, Theppithak(theppithak-kae63@tbs.tu.ac.th)

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**Abstract:** This paper focused on understanding the use of an e-HRM system by employees and investigating employee performance. This paper adapted and developed the research model with theoretical frameworks from the information systems success model (IS success model) and the expectation-confirmation model (ECM). Data was collected by questionnaire from 350 samples, all employees over age 20 working currently or in the past, with willingness to accept jobs in different types of companies. Samples also had experience with using e-HRM by e-recruiting and selection, e-training and development, e-compensation and benefits, or e-performance management. Data was analyzed by confirmatory factor analysis and the structural equation model (SEM). Results were that system quality and perceived usefulness positively affected user satisfaction and there was a positive relationship between confirmation of expectations and perceived usefulness. In addition, service quality and user satisfaction were predictors of e-HRM use and information quality was a strong determinant of user satisfaction and e-HRM use. Finally, e-HRM use was a major influence on employee performance. These findings may help organizations better understand functions, features, and modules most frequently employed by e-HRM users. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 48

**Main heading:** Factor analysis

**Controlled terms:** Electronic commerce - Information use

**Uncontrolled terms:** E-HRM system - Employee performance - Expectation-confirmation models - Information systems success models - IS success model - Perceived usefulness - Research models - Theoretical framework - Users' satisfactions - Willingness to accept

**Classification code:** 723.5 Computer Applications

Computer Applications

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 922.2 Mathematical Statistics

Mathematical Statistics

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**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 41. Modelling the mitigation of the negative effects on human resource management

**Accession number:** 20230313409915

**Authors:** Pont, Suzie (1); Underdown, Michael (1); Hamilton, John R. (1); Tee, Singwhat (1)

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Human resource professionals are often overlooked in the study of frontline workers and the negative effects of burnout, compassion fatigue, stress and vicarious trauma even though exposure to these negative workplace conditions is intrinsic to their job description. Understanding how these negative workplace conditions affect human resources professionals will lead to reduced employee absenteeism and higher staff turnover and mitigate the effects of presenteeism, such as reduced productivity and loss of general work satisfaction. In this paper, the literature is explored to examine the impact of negative workplace conditions on an organisation's operations in the context of workplace programmes and compassion satisfaction. A model is presented to explain how individual and organisational interventions mitigate the negative workplace conditions of burnout, compassion fatigue, stress and vicarious trauma on workplace performance and compassion satisfaction. This model will form the basis for further research into the negative effects of employment conditions impacting human resource managers. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 61

**Main heading:** Human resource management

**Controlled terms:** Electronic commerce - Employment - Job satisfaction

**Uncontrolled terms:** Burnout - Compassion fatigue - Fatigue stress - Front-line workers - Human resource professional - Human resources management - Job description - Resource professionals - Work satisfactions - Workplace conditions

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 912.4 Personnel

Personnel

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 42. Would you mind your language, please? Consumer incivility on social media platforms

**Accession number:** 20230313409907

**Authors:** Bhutto, Maqsood H. (1); Shaikh, Aijaz A. (1); Karjaluoto, Heikki (1)

**Author affiliation:** (1) Jyväskylä University School of Business and Economics, Jyväskylä, Finland

**Corresponding author:** Shaikh, Aijaz A.(aijaz.a.shaikh@jyu.fi)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Consumer incivility on social media platforms has recently gained the attention of academic researchers. However, few studies have presented the role that consumer incivility plays in forming social media perspectives (e.g. experiencing uncivil comments or rude replies on Facebook, Twitter and Instagram). Using the stimulus-organism-response theory, this study investigated the impacts of consumer incivility on social media brand representatives' efforts to deal with it, social media brand community participation and social media brand trust. The study also investigated the influence of social media brand representatives' efforts to deal with consumer incivility on social media brand community participation and examined the relationships of these two factors with social media brand

trust. Two hundred and forty social media consumers who had witnessed the effect of consumer incivility on social media community platforms completed the study questionnaires. SPSS 23 and SmartPLS-SEM (v. 3.3.7) were used to analyse the data obtained and to test the hypotheses. The results revealed that consumer incivility was significantly inversely associated with the causal constructs. The present study provided novel insights for high-tech social media industries, including digital marketers and community developers. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 44

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

**Controlled terms:** Economic and social effects - Electronic commerce

**Uncontrolled terms:** Community participation - Consumer incivility - Facebook - Social media - Social media platforms - Social medium brand community participation - Social medium brand representative' effort - Social medium brand trust

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

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

### 43. Research on agricultural supply chain finance supporting sustainable poverty reduction under the background of digital technology

**Accession number:** 20230313410260

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

**Author affiliation:** (1) Nanjing Polytechnic Institute, Nanjing, China; (2) Southwest Jiaotong University, Chengdu, China

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** From the perspective of financial services, management services and coordination services, this paper analyzes the internal mechanism of agricultural supply chain finance (ASCF) to help sustainable poverty reduction (SPR). The internal and external driving forces of ASCF for SPR are also explored. Among them, the internal driving forces include industrial upgrading and financial transformation; External driving forces include technological change, policy guidance and market drive. Based on the background of digital technology, the green agricultural supply chain finance (GASCF) model has been innovatively proposed. We mainly analyze the core elements and platform structure of GASCF, and focus on the process design and key points of the three modules of the GASCF platform: risk control port, credit port and capital port. Finally, we analyze the practical difficulties of green agricultural supply chain finance in helping sustainable poverty reduction, such as the lack of comprehensive management ability of the organization, the insufficient application of digital technology, the imperfect institutional environment and the lack of compound talents. And we put forward accordingly a four in one path of GASCF helping SPR, which is "Government standardizing and

leading, assistance from financial institutions, driven by industry subjects and Co governance of Social Service ". © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 26

**Main heading:** Supply chains

**Controlled terms:** Agricultural technology - Electronic commerce - Finance - Sustainable development

**Uncontrolled terms:** Agricultural supply chain finance - Agricultural supply chains - Digital technologies - Driving forces - External driving - Financial service - Green development - Poverty reduction - Supply chain finances - Sustainable poverty reduction

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911.3 Inventory Control

Inventory Control

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

**Funding Details:** Number: 2021SJZDA132, Acronym: IRMI, UiTM, Sponsor: Institute of Research Management and Innovation, Universiti Teknologi MARA; Number: 22GLB039, Acronym: -, Sponsor: Qinglan Project of Jiangsu Province of China; Number: CKJA202004, Acronym: NJIT, Sponsor: Nanjing Institute of Technology; Number: JGKB202101, Acronym: NJIT, Sponsor: Nanjing Institute of Technology;

**Funding text:** This work was financially supported by the General Project of Jiangsu Social Science Fund 2022: Research on game equilibrium and coordination optimization of supply chain investment and financing from the perspective of digital ecology (22GLB039), China; the Major Project of Jiangsu University Philosophy and Social Science Research 2021: Research on the competition and cooperation mechanism and coordination strategy of private enterprise supply chain investment and financing from the perspective of symbiosis theory (2021SJZDA132), China; the Open Research Fund of NJIT Institute of Industrial Economy and Innovation Management: Research on SPR mechanism and policy optimization of agricultural supply chain finance under the guidance of agglomeration advantage (JGKB202101), China; the Major Projects of Innovation Fund of Nanjing Institute of Technology 2020: Research on innovation and promotion path of credit agglomeration mode of Jiangsu agricultural supply chain finance under the background of new infrastructure construction (CKJA202004), China.

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

#### 44. Research on the influencing factors of demand for elderly care services based on data of elderly care service information system

**Accession number:** 20230313410265

**Authors:** Ke, Fan (1); Liang, Luoming (1)

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

**Corresponding author:** Ke, Fan(kefan@stu.scu.edu.cn)

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

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**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

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**Publisher:** International Consortium for Electronic Business



**Abstract:** Elderly care has emerged as a pressing concern for society as a whole in the setting of global aging. The elderly care service information system can play an important role in the study of elderly care issues. This study uses Anderson's Behavioral Model and Maslow's Hierarchy of Needs Theory as the analytical framework and guide, applies multiple logistic regression analysis, and is based on the data from the elderly care service information system to study the factors influencing the demand for elderly care services and the interaction between the influencing factors in terms of predisposing factors, enabling factors and need factors. Compared with physiological demand, age, living status and self-care ability have a significant impact on physiological demand. Environmental demands are significantly influenced by age, educational level, living status, child support situation and self-care ability, while gender does not have a significant effect on either type of demand. The main effects model fits better with the addition of the interaction term. There is a significant interaction effect between the three types of factors. Finally, this study proposes suggestions from two perspectives: the supply of elderly care services and the construction of the elderly care service information system. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 39

**Main heading:** Information systems

**Controlled terms:** Behavioral research - Electronic commerce - Information use - Physiology

**Uncontrolled terms:** Anderson behavioral model - Andersons - Behavioral model - Demand for elderly care service - Elderly care - Elderly care service information system - Logistics regressions - Maslow hierarchy of need theory - Maslow's Hierarchy - Service information

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

Ergonomics and Human Factors Engineering

- 461.9 Biology

Biology

- 723.5 Computer Applications

Computer Applications

- 903.2 Information Dissemination

Information Dissemination

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 971 Social Sciences

Social Sciences

**Funding text:** Thanks to Professor Zhao Ying for her contribution and guidance on the ideas in this article.

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 45. Research on technical analysis of basketball match based on data mining

**Accession number:** 20230313409918

**Authors:** Ji, Wen (1); Lv, Tao (1)

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

**Corresponding author:** Lv, Tao(lvtao@hhu.edu.cn)

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** The aim of this paper is to preprocess basketball technology actions, to classify these actions with data mining technology, to mine association rules among them. The main works are shown below: The common approaches

of data mining are discussed, such as preprocessing technology, classification technology, clustering technology and mining rules technology. Both ID3 decision tree classification algorithm association and Apriori association rules algorithm are studied in detail. The paper discusses basketball technology actions both on a small scale and a large scale, J48 decision tree classification and Apriori association rules mining algorithm basketball are applied, all these research results should have useful instruction to team. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 15

**Main heading:** Data mining

**Controlled terms:** Association rules - Decision trees - Electronic commerce - Sports

**Uncontrolled terms:** Apriori - Apriori algorithms - Basketball Skills - Data mining technology - Decision tree classification - Mine association rules - Pre-processing technology - Preprocess - Technical analysis - Technology classifications

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

Data Processing and Image Processing

- 723.5 Computer Applications

Computer Applications

- 903.1 Information Sources and Analysis

Information Sources and Analysis

- 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

Combinatorial Mathematics, Includes Graph Theory, Set Theory

- 961 Systems Science

Systems Science

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 46. The impact of emotionally negative online reviews on consumer purchase intentions

**Accession number:** 20230313410273

**Authors:** Sun, Yilu (1); Zhao, Ying (1); Ma, Yao (1)

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

**Corresponding author:** Zhao, Ying(zhaoying@scu.edu.cn)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Online reviews are an important factor influencing consumers' purchasing decisions. However, there is no literature to explore the mechanism of emotional negative online reviews on consumer purchasing behavior. The research results enrich the theory of user information behavior, and have practical significance for merchants' precision marketing and customer relationship management. Based on ELM theory and regulation focus theory, using the method of situational experiment, from the two paths of peripheral situation perception and core cognitive processing, explore the influence of regulation focus on consumer purchase intention under the stimulation of emotional negative online reviews effect. The research results show that: under the stimulus of negative emotional online reviews, prevention of targeted consumers is mainly affected by the emotional arousal of the edge path, and positively affects purchase intention through emotional response; promotion of targeted consumers is mainly affected by the perception of the central path The influence of effort positively affects purchase intention through cognitive response; among them,

emotional response has a greater leading role in purchase intention. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 81

**Main heading:** Purchasing

**Controlled terms:** Consumer behavior - Electronic commerce - Public relations - Sales

**Uncontrolled terms:** Consumer purchase - Consumer purchasing behaviors - ELM theory - Emotional online review - Emotional response - Online reviews - Purchase intention - Purchasing decisions - Regulation focus - Research results

**Classification code:** 723.5 Computer Applications

Computer Applications

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 47. Sales forecasting of stores in shopping malls: A study based on external data and transaction data

**Accession number:** 20230313410268

**Authors:** Ye, Qiongwei (1); Yuan, Qiang (1); Ding, Dan (2); Liao, Qichen (3); Chan, Yiu Ching (4)

**Author affiliation:** (1) Yunnan University of Finance and Economics, Kunming, China; (2) Southwestern University of Finance and Economics, Chengdu, China; (3) Beijing Foreign Studies University, Beijing, China; (4) Au Bet Company, Ke Chuan Holding Co. Ltd

**Corresponding author:** Ding, Dan(dingd@swufe.edu.cn)Liao, Qichen(lqc\_cara@163.com)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** To improve the forecast accuracy of the sales of stores in shopping malls, this paper proposes a prediction method based on deep learning that comprehensively considers the external data, such as online review data of shopping mall stores, weather data, weekday/weekend data, and historical transaction data of the stores. To begin with, the online review data of the stores are pre-trained with BERT (Bidirectional Encoder Representations from Transformers) to complete the multi-label sentiment classification and obtain the intensity index of perceived sentiment of reviews. The index, together with other external data, such as online ratings, weather, weekday/weekend differences, and historical transactions of the stores, is pre-processed. At last, the Long Short-Term Memory (LSTM) and the Attention models are used to predict the sales volume of stores in a certain shopping mall. The results show that the addition of external data – weather, weekday/weekend, online ratings and intensity index of sentiment of reviews – to the historical sales data-based model can effectively improve the forecast accuracy of store sales. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 38

**Main heading:** Long short-term memory

**Controlled terms:** E-learning - Electronic commerce - Forecasting - Sales - Shopping centers

**Uncontrolled terms:** Bidirectional encoder representation from transformer pre-training - Forecast accuracy - Long short-term memory network - Memory network - Online ratings - Online reviews - Pre-training - Review datum - Sales forecasting - Transaction data

**Classification code:** 723.5 Computer Applications

Computer Applications

**Funding Details:** Number: -, Acronym: IBC, Sponsor: Interior Business Center; Number: 2017FA034, Acronym: WWTF, Sponsor: Vienna Science and Technology Fund; Number: 2018HB027, Acronym: -, Sponsor: Major Discipline Academic and Technical Leaders Training Program of Jiangxi Province; Number: [2018]11, Acronym: -, Sponsor: Yunnan Provincial Department of Education;

**Funding text:** This work was supported by the Prominent Educator Program: Yunnan [2018]11, Yunnan Province Young Academic and Technical Leader candidate Program: 2018HB027, Yunnan Science and Technology Fund: 2017FA034, Kunming E-Business and Internet Finance R&D Center (KEIRDC [2020])

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 48. Research on user participation behavior of mobile short video APPs: Taking Xiaohongshu as an example

**Accession number:** 20230313410266

**Authors:** Liu, Jiabin (1); Liu, Yijun (1)

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

**Corresponding author:** Liu, Jiabin(1007297545@qq.com)

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**Part number:** 1 of 1

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Short video apps for mobile devices are rising in popularity. Using Xiaohongshu as an example, this work carefully studies the user participation behavior of mobile short video Apps and contributes to the body of knowledge in the field of pertinent theoretical research. This study equips creators of short videos with the knowledge they require to improve user experience and content marketing on a more objective basis, as well as to enable app upgrading and optimization. The UTAUT theoretical model is used in this paper to develop hypotheses, which are then tested using survey data. Finally, the theoretical model and hypothesis are validated using multiple regression analysis and hierarchical regression analysis. The significant study results are as follows: Users' behavior is significantly influenced by social value, perceived entertainment value, individual innovation, facilitating conditions, and privacy security when using communities; by social value, individual innovation, facilitating conditions, and privacy security when participating in communities; and by social value, facilitating conditions, and privacy security when contributing to communities. Finally, it makes some suggestions for the long-term expansion of mobile short video apps based on the testing results. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 22

**Main heading:** Behavioral research

**Controlled terms:** Economic and social effects - Electronic commerce - Regression analysis

**Uncontrolled terms:** Body of knowledge - Content marketings - Facilitating conditions - Influencing factor - Social values - Theoretical modeling - Theoretical research - User experience marketing - User participation - Xiaohongshu

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

Ergonomics and Human Factors Engineering

- 723.5 Computer Applications

Computer Applications

- 922.2 Mathematical Statistics

Mathematical Statistics

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 49. The influence of product color displayed on online advertisements and consumer personality on purchase intention: The moderating role of age and gender

**Accession number:** 20230313410276

**Authors:** Hamou-Ou-Brahim, Safae Ait (1); Zaoui, Soukaina (1); Zhou, Haiwei (1); Huang, Dechun (1)

**Author affiliation:** (1) Business School, Hohai University, Nanjing, China

**Corresponding author:** Zaoui, Soukaina(soukaina.zaoui12@gmail.com)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Consumer purchasing patterns has been affected by COVID-19 health Crisis. Thus, companies must adapt to this change by focusing on understanding the different variables affecting the post pandemic purchase intentions of consumers. Therefore, the basic objective of this study is the development of an integrated framework to investigate the impact of the colors used for products on online advertisement and the consumer personality on the purchase intention of customers in the context of post pandemic. This study will also focus on highlighting the moderating role of age and gender on the relationship between the three constructs. Data were collected from customers of 53 Moroccan textile companies operating in the E-commerce industry. The data was analyzed, and the theoretical model was validated using Partial least square (PLS) and structural equation model (SEM). The findings show that: the color of the product displayed in the advertisement has a high impact on the purchase intention of consumers; the personality of the consumer impact positively the purchase intention of the consumer, and finally, color of the product displayed on the advertisement has a bigger impact on the purchase intention of young people than old people while age doesn't have any significant impact on the relationship between personality and purchase intention. The contribution of this study is to emphasize the roles of understanding the use of colors in advertising and the personality of the consumer, during the post pandemic, on consumer purchasing intention, for companies to innovate and differentiate their offered advertisements to meet the needs and survive the crisis. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 63

**Main heading:** COVID-19

**Controlled terms:** Color - Color vision - Electronic commerce - Purchasing - Sales - Textile industry

**Uncontrolled terms:** Advertizing - Colour perception - Consumer's personality - Health crisis - Integrated frameworks - Online advertisements - Online consumers - Post pandemic COVID-19 - Product color - Purchase intention

**Classification code:** 461.7 Health Care  
Health Care

- 723.5 Computer Applications

Computer Applications

- 741.1 Light/Optics

Light/Optics

- 741.2 Vision

Vision

- 819.6 Textile Mills, Machinery and Equipment

Textile Mills, Machinery and Equipment

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 50. The impact of information systems vulnerability announcements on firms' market value

**Accession number:** 20230313409921

**Authors:** Niu, Xueming (1); Li, Weihua (2); Zhang, Jinfeng (3); Zhang, Xiong (1); Chen, Jianlong (1); Xu, Haijie (1)

**Author affiliation:** (1) Beijing Jiao Tong University, Beijing, China; (2) Beijing Daxing District No. 1 Vocational School, Beijing, China; (3) Nankai University, Tianjin, China

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

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

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** With the increasing deployment of IT systems, information systems vulnerabilities have led to a severe negative impact on firms and businesses. This paper aims to examine the impact of information system vulnerability announcements on the market value of Chinese firms. Using the collected security incidents in Chinese firms from 2015 to 2021, we study how characteristics of enterprises and vulnerabilities affect enterprises' market value through event study and regression analysis. In particular, we find that state-owned enterprises suffer larger negative effects than other types of firms. This study also provides companies and managers with insights in decision-making and recommendations from a managerial perspective. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 17

**Main heading:** Information systems

**Controlled terms:** Decision making - Electronic commerce - Information use - Regression analysis - Security of data

**Uncontrolled terms:** Abnormal returns - Chinese firms - Enterprise market - Event studies - Information security announcement - IT system - Market values - Security incident - System information - System vulnerability

**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

- 903.3 Information Retrieval and Use

Information Retrieval and Use

- 912.2 Management

Management

- 922.2 Mathematical Statistics

Mathematical Statistics

**Funding Details:** Number: 17GLC069, Acronym: -, Sponsor: Beijing Social Science Fund; Number: 71801014, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;  
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**Database:** Compendex

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**Data Provider:** Engineering Village

## 51. Research on the application of smart supply chain finance in the financing of private scientific and technological enterprises in China

**Accession number:** 20230313410262

**Authors:** Dou, Yaqin (1); Zheng, Mingxuan (2); Wu, Yisheng (3); Bai, Shaobu (3)

**Author affiliation:** (1) NJIT Institute of Industrial Economy and Innovation Management, Nanjing, China; (2) Southwest Jiaotong University, Chengdu, China; (3) Nanjing Institute of Technology, Nanjing, China

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

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

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Supply chain finance (SCF) has experienced the development stages of offline SCF, online traditional SCF, and Internet SCF, and has developed to the stage of smart supply chain finance (SSCF) driven by digital technology in China. We analyze the theoretical framework of SSCF model from three aspects: loose coupling alliance organizational structure, visual operation and management process and symbiotic multi-agent coordination mechanism. In the financing of private scientific and technological enterprises, SSCF will show smart effects such as intelligent decision-making, harmonious service, penetrating management and digital risk control. Further, the process of SSCF providing financing services for private scientific and technological enterprises is designed. Finally, in view of the problems and challenges faced by private scientific and technological enterprises in the application of SSCF, we put forward countermeasures and suggestions from the aspects of expanding the dimension of smart transformation, building a perfect regulatory system and legal system, and strengthening the cultivation of compound talents in this paper. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 17

**Main heading:** Finance

**Controlled terms:** Decision making - Electronic commerce - Laws and legislation - Multi agent systems - Supply chains

**Uncontrolled terms:** Development stages - Digital technologies - Loose couplings - Offline supplies - Operation and management - Organizational structures - Private scientific and technological enterprise - Smart supply chain finance - Supply chain finances - Theoretical framework

**Classification code:** 723.5 Computer Applications

Computer Applications

- 911.3 Inventory Control

Inventory Control

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 912.2 Management

Management

- 913 Production Planning and Control; Manufacturing  
Production Planning and Control; Manufacturing  
- 971 Social Sciences  
Social Sciences

**Funding Details:** Number: 2021SJZDA132, Acronym: -, Sponsor: Ministry of Education Key Projects of Philosophy and Social Sciences Research; Number: 22GLB039, Acronym: -, Sponsor: National Social Science Fund Youth Project; Number: CKJA202004, Acronym: NJIT, Sponsor: Nanjing Institute of Technology; Number: JGKB202101, Acronym: IRMI, UiTM, Sponsor: Institute of Research Management and Innovation, Universiti Teknologi MARA;

**Funding text:** This work was financially supported by the General Project of Jiangsu Social Science Fund 2022: Research on game equilibrium and coordination optimization of supply chain investment and financing from the perspective of digital ecology (22GLB039), China; the Major Project of Jiangsu University Philosophy and Social Science Research 2021: Research on the competition and cooperation mechanism and coordination strategy of private enterprise supply chain investment and financing from the perspective of symbiosis theory (2021SJZDA132), China; the Open Research Fund of NJIT Institute of Industrial Economy and Innovation Management: Research on sustainable poverty reduction mechanism and policy optimization of agricultural supply chain finance under the guidance of agglomeration advantage (JGKB202101), China; the Major Projects of Innovation Fund of Nanjing Institute of Technology 2020: Research on innovation and promotion path of credit agglomeration mode of Jiangsu agricultural supply chain finance under the background of new infrastructure construction (CKJA202004), China.

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 52. An empirical research on the influencing factors of consumers' intention to use "one-hour e-commerce": Taking JD Daojia as an example

**Accession number:** 20230313409908

**Authors:** Zeng, Yitang (1); Du, Guanghua (1); Tan, Chunhui (2)

**Author affiliation:** (1) Wuhan Business University, Wuhan, China; (2) Nanchang Institute of Science & Technology, Nanchang, China

**Corresponding author:** Tan, Chunhui(77797217@qq.com)

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**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** The era of "One-hour E-commerce" has arrived, which is of positive significance to meet consumers' needs and enhance their shopping experience. This paper constructs a structural model of the factors influencing consumers' willingness to use "One-hour E-commerce" by using a Technology Acceptance Model with two additional factors: subjective norm and perceived risk. The model was validated through 347 valid questionnaires and analysis. The results showed that perceived usefulness, perceived ease of use and subjective norm positively affects consumers' willingness to use "One-hour E-commerce"; perceived ease of use positively affects consumers' perceived usefulness; perceived risk does not negatively affect consumers' willingness to use "One-hour E-commerce". Based on the above findings, the following recommendations are made: accelerate integration improve the ecosystem; optimize the platform to enhance ease of use; improve delivery to strengthen user satisfaction; improve image to enhance customer service efficiency; focus on quality to improve risk awareness. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 12



**Main heading:** Electronic commerce

**Controlled terms:** Customer satisfaction - Image enhancement - Risk perception

**Uncontrolled terms:** E- commerces - Empirical research - Intention to use - One-hour E-commerce - Perceived ease-of-use - Perceived risk - Perceived usefulness - Subjective norm - Technology acceptance model - Use intentions

**Classification code:** 723.5 Computer Applications

Computer Applications

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

**Funding Details:** Number: 2021KB003, Acronym: SRFDP, Sponsor: Specialized Research Fund for the Doctoral Program of Higher Education of China;

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**Database:** Compendex

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**Data Provider:** Engineering Village

### **53. Is online learning still necessary after the pandemic? A study of students' opinions towards factors affecting learning**

**Accession number:** 20230313410254

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

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

**Corresponding author:** Rattanawicha, Pimmanee(pimmanee@cbs.chula.ac.th)

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**Abstract:** When the COVID-19 pandemic began to unravel, educational institutions in Thailand returned to teaching onsite or face-to-face. Both teachers and students had to once again adjust themselves to teaching and learning in the new normal way. However, some students still require online and hybrid learning. This research aims to study factors affecting students' preferences for the three learning formats, which are 1) 100% onsite, 2) 100% online, and 3) hybrid learning. We collected data from 158 undergraduate students in one university in Thailand. The analysis results indicate that students who prefer 100% onsite learning value interactions with their instructors and friends. This group of students feels they cannot concentrate or understand the content when studying online. On the other hand, students who prefer 100% online learning think that travelling to campus wastes time and money. They feel that they can concentrate well when studying online. Also, they believe in online evaluation systems such as online exams. Lastly, students who prefer hybrid learning like to review the courses by watching class recording videos, especially those on theoretical subjects. Moreover, they feel that the faculty and university are ready for hybrid learning in terms of the equipment, tools, and Internet connections. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 8

**Main heading:** Students

**Controlled terms:** E-learning - Electronic commerce - Online systems - Teaching

**Uncontrolled terms:** Educational institutions - Face to face - Hybrid learning - On-line evaluation - Online learning - Onsite learning - Teachers' - Teaching and learning - Thailand - Undergraduate students

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

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

**Numerical data indexing:** Percentage 1.00E+02%

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 54. Research on the impact of securities liquidity on momentum investment strategy returns

**Accession number:** 20230313410263

**Authors:** Yang, Juwen (1); Yang, Yongzhong (1)

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

**Corresponding author:** Yang, Juwen(2570170383@qq.com)Yang, Yongzhong(yangyongzhong116@163.com)

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**Part number:** 1 of 1

**Issue title:** Proceedings of the International Conference on Electronic Business: New Challenges and Opportunities for Post-Pandemic E-Business, ICEB 2022

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**Publisher:** International Consortium for Electronic Business

**Abstract:** During the "14th five-year plan" period, financial services were actively integrated into the new business forms of e-commerce development, in which financial investment vigorously promoted the efficient allocation of capital elements, so as to construct a service system suitable for the development of e-commerce, it is not only an important opportunity to meet the needs of the digital economy and expand its own development space, but also provides strong support for the high-quality development of e-commerce. Momentum strategy is a classical Behavioral finance investment strategy. Securities liquidity is the key factor affecting the return of momentum strategy. Based on this, this paper studies the impact of securities liquidity on momentum investment strategy returns by using empirical analysis. we find that the impact of securities liquidity on portfolio returns is different with the change of investors' holding period, and the momentum winner portfolio and loser portfolio returns are asymmetric under the influence of liquidity. The results of this study not only provide alternative paths for the practitioners to choose more effective momentum investment strategies, but also facilitate the deep integration of e-commerce and financial services from the perspective of investment. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 22

**Main heading:** Electronic commerce

**Controlled terms:** Financial markets - Investments - Momentum - Strategic planning

**Uncontrolled terms:** E- commerces - E-commerce development - Efficient allocations - Financial investments - Financial service - Five-year plans - Investment strategy - Liquidity of security - Momentum strategies - Portfolio return

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 931.1 Mechanics

Mechanics

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 55. Usability evaluation of a mobile health application by older adults in Thailand

**Accession number:** 20230313409904

**Authors:** Maphundoong, Ganokporn (1); Kaewkitipong, Laddawan (1); Chiu, Eric M.P. (2)

**Author affiliation:** (1) Department of Management Information Systems, Thammasat Business School, Thammasat University, Thailand; (2) Graduate Institute of National Policy and Public Affairs, National Chung-Hsing University, Taiwan

**Corresponding author:** Kaewkitipong, Laddawan

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**Abstract:** As the world's population is aging, research on older adults and their use of IT is becoming more important. Usability issues were found one of the main problems hindering older adults from using IT, including mobile health application. This study aims to understand older adults' behavior and to identify barriers and enablers for using a mobile health application, called Raksa. Two theories, namely Usability and Accessibility were adopted as a conceptual framework. A think-aloud protocol, a system usability scale (SUS), and in-depth interviews were utilized. ISO 9241-11 guide was used for identifying usability performance level of Raksa application based on think-aloud approach. Task incompleteness rate, error rate and time on task were calculated to assess effectiveness and efficiency. Interviews were conducted for validating reason of use and comment on the application design, using Nielsen's 5 quality components namely, Learnability, Efficiency, Memorability, Error and Satisfaction. The results showed that the task to find a medical specialist for a consultation was deemed the most difficult by the participants as it has the lowest task completed rates and the longest times on task. The task to create account and register had the most errors. The average satisfaction (SUS score) was 31.50, indicating poor system usability. Demographic data showed males were more successful in task completion. Educational level were related to task performance, and older adults with more experienced in information technology or social media achieved higher performance rate. This research identified usability problems and barriers that may affect usability in older adults, including visual design, poor interaction and navigation, user interface difficulty to understanding. Recommendations for design modifications were offered. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 39

**Main heading:** Efficiency

**Controlled terms:** Electronic commerce - Errors - mHealth - Usability engineering - User interfaces

**Uncontrolled terms:** Aging research - Conceptual frameworks - Mobile health application - Older adults - System usability - System usability scale - Thailand - Think-aloud protocol - Time on tasks - Usability evaluation

**Classification code:** 461.7 Health Care

Health Care

- 722.2 Computer Peripheral Equipment

Computer Peripheral Equipment

- 723.5 Computer Applications

Computer Applications

- 913.1 Production Engineering

Production Engineering

**Compendex references:** YES

**Database:** Compendex

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Data Provider: Engineering Village

## 56. Measuring the modeling complexity of microservice choreography and orchestration: The case of e-commerce applications

**Accession number:** 20230313410256

**Authors:** Ali, Mahtab Haj (1); Hasan, Razibul (1); Benyoucef, Morad (1)

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**Corresponding author:** Ali, Mahtab Haj(mhaja008@uottawa.ca)

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**Abstract:** Context: With the increasing popularity of microservices for software application development, businesses are migrating from monolithic approaches towards more scalable and independently deployable applications using microservice architectures. Each microservice is designed to perform one single task. However, these microservices need to be composed together to communicate and deliver complex system functionalities. There are two major approaches to compose microservices, namely Choreography and Orchestration. Microservice compositions are mainly built around business functionalities, therefore businesses need to choose the right composition style that best serves their needs. Hence, this research uses existing complexity metrics from the software engineering and business process modeling domains on small, mid-sized, and end-to-end e-commerce scenarios to analyze and compare the level of complexity of microservice Orchestration and Choreography using Business Process Modeling Notation (BPMN). Objective: Comparing the complexity of the two leading composition techniques on small, mid-sized, and end-to-end e-commerce scenarios, using complexity metrics from the software engineering and business process literature. More specifically, we use the metrics to assess the complexity of BPMN-based models representing the abovementioned e-commerce scenarios. Method: This research follows a five-step process for conducting a Design Science Research (DSR) methodology to define, develop and evaluate BPMN-based models for microservice compositions. Results: A series of BPMN workflows are designed as artifacts to investigate microservice Choreography and Orchestration. The results derived from the complexity evaluation of our proposed models show a higher level of complexity in orchestrating microservices for e-commerce applications given the number of services used in modeling Orchestration compared to Choreography. Conclusion: This research uncovers insights on modeling microservice Choreography and Orchestration and discusses the impacts of complexity on the modifiability and understandability of the proposed models. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 35

**Main heading:** Electronic commerce

**Controlled terms:** Application programs - Computational complexity

**Uncontrolled terms:** Business process modeling - Business process modeling notation - Choreography - Complexity metrics - E- commerces - E-Commerce applications - Microservice - Microservice composition - Modeling notation - Orchestration

**Classification code:** 721.1 Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

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

- 723 Computer Software, Data Handling and Applications

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex  
Compilation and indexing terms, Copyright 2023 Elsevier Inc.  
**Data Provider:** Engineering Village

## 57. Improving spam filtering in enterprise email systems with blockchain-based token incentive mechanism

**Accession number:** 20230313410251

**Authors:** Xu, Xiaoying (1); Tian, Minghao (1); Li, Zhihong (1)

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

**Corresponding author:** Li, Zhihong(bmzhhl@scut.edu.cn)

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**Abstract:** Spam has caused serious problems for email systems. To address this issue, numerous spam filter algorithms have been developed, all of which require extensive training on labeled spam datasets to obtain the desired filter performance. However, users' privacy concerns and apathy make it difficult to acquire personalized spam data in real-world applications. When it comes to enterprise email systems, the problem worsens because enterprises are extremely sensitive to the possible disclosure of confidential information during the reporting of spam to the cloud. Targeting these obstacles, this study proposes a blockchain-based token incentive mechanism, with the aim of encouraging users to report spam while protecting business secrets and ensuring the transparency of reward rules. The proposed mechanism also enables a decentralized ecosystem for token circulation, fully utilizing the advantages of blockchain technologies. We developed a prototype of the proposed system, on which we conducted a user experiment to verify our design. Results indicate that the proposed incentive mechanism is effective and can raise the probability of spam reporting by more than 1.4 times. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 23

**Main heading:** Blockchain

**Controlled terms:** Electronic commerce - Electronic mail

**Uncontrolled terms:** Block-chain - E-mail systems - Filter algorithm - Filter performance - Incentive mechanism - SPAM filter - Spam filtering - Token incentive - User experiments - User privacy

**Classification code:** 723.3 Database Systems

Database Systems

- 723.5 Computer Applications

Computer Applications

**Funding Details:** Number: 2021A1515012003, Acronym: -, Sponsor: Natural Science Foundation of Guangdong

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72071083, Acronym: NSFC, Sponsor: National Natural Science Foundation of China; Number: 72171089, Acronym:

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**Compendex references:** YES

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**Data Provider:** Engineering Village

## 58. The learning dimension of digital transformation: Transforming with learning patterns

**Accession number:** 20230313409922

**Authors:** Aidemark, Jan (1)

**Author affiliation:** (1) Linnaeus University, Växjö, Sweden

**Corresponding author:** Aidemark, Jan(jan.aidemark@lnu.se)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The road towards a digital organization is partly technical but also about the skills and mindset of the personnel of the company. As the technological base for digitalization is fairly straightforward, the ways of supporting change in people are not evolving as rapidly. This paper suggests an approach to continue learning in an organization, based on concepts around pedagogical theory, learning patterns. This theoretical framework is transferred into a business setting, and the consequences are discussed from the digitalization perspective. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 18

**Main heading:** E-learning

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Digital transformation - Learning patterns - Organizational change - Pedagogical theory - Theoretical framework

**Classification code:** 723.5 Computer Applications

Computer Applications

**Funding Details:** Number: -, Acronym: -, Sponsor: Linn&eacute;universitetet;

**Funding text:** This work is supported by the Faculty of Technology, Linnaeus University, Sweden.

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 59. The influence of online Danmu on users' reward behavior: Based on the data of Douyu live broadcast

**Accession number:** 20230313410275

**Authors:** Huang, Jiaxin (1); Dang, Yuewu (1); Zhou, Liang (1)

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

**Corresponding author:** Dang, Yuewu(Huangjiaxinscu@outlook.com)

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**Abstract:** In live streaming, the Danmu is a crucial technique of interaction, and the reward is the interaction's feedback. The audience receives more input through the reward the more frequently they interact. The effect of the bullet screen in the live broadcast on the audience's reward behavior was investigated by gathering data from the live broadcast room 5720533 on Douyu, a domestic Danmu live-streaming website, from February 14 to February 24, 2021. Based on empirical research, the following conclusions can be drawn: the number of user Danmu, the proportion of fan Danmu, the number of user entry Danmu, and the number of super Danmu will all significantly improve users' reward, while personal experience attenuates the positive impact of the number of user access Danmu and the number of super Danmu on the impact of user reward. The study's findings will offer theoretical justification for the creation of live broadcast platforms, the upkeep of anchors' notoriety, and users' rational consumption. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 20

**Main heading:** Electronic commerce

**Uncontrolled terms:** Behavior-based - Broadcast platforms - Chain theory - Danmu - Empirical research - Interaction ritual chain theory - Live streaming - Personal experience - Reward - Users access

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 60. "Share for bargaining?": A willingness model based on privacy computing theory

**Accession number:** 20230313410230

**Authors:** Li, ZhongHang (1); Liu, Feng (1); Liu, Tao (1); Zhou, Zixuan (1)

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

**Corresponding author:** Li, ZhongHang(715608270@qq.com)

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**Abstract:** The use of mobile coupons to share for bargaining has become an important marketing method for merchants in the field of e-commerce. However, there are still some shortcomings in the existing research on consumers' willingness to share mobile coupons. First of all, the use and sharing of mobile coupons are analyzed separately. Secondly, most of theories and models in this domain derive from the field of knowledge. Lastly, the influence of different platforms on consumers' willingness to share are not considered. Therefore, this paper explores the influencing factors of consumers' willingness to share mobile coupons in different platform scenarios from the perspective of privacy computing, and proposes six hypotheses to construct a structural equation model. Further analysis of 270 valid questionnaires obtained under five scenarios shows that users' perceived economic benefits and perceived social benefits have a significant positive impact on users' willingness to share for bargaining, users' perceived privacy risks have no significant impact on users' willingness to share for bargaining, and users' perceived

social risks have a significant negative impact on users' willingness to share for bargaining. Low share for bargaining links will weaken the negative impact of perceived social risk on sharing willingness. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** Risk perception

**Controlled terms:** Computation theory - Data privacy - Economic and social effects - Mobile commerce - Risk assessment

**Uncontrolled terms:** Computing theory - E- commerces - Mobile coupon - Model-based OPC - Privacy computing - Sharing willingness - Social risks - Structural equations - Theory and models - Willingness to share

**Classification code:** 721.1 Computer Theory, Includes Formal Logic, Automata Theory, Switching Theory, Programming Theory

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

- 723.5 Computer Applications

Computer Applications

- 911.4 Marketing

Marketing

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

- 971 Social Sciences

Social Sciences

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**Data Provider:** Engineering Village

## 61. Factors influencing patient's medical choice behavior on Internet Medical: The perspective of trust

**Accession number:** 20230313410243

**Authors:** Liang, Xiaobei (1); Xie, Chuyang (1); Tang, Li (1)

**Author affiliation:** (1) School of Economics & Management, Tongji University, Shanghai, China

**Corresponding author:** Xie, Chuyang(xiechuyangxycy@126.com)

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**Abstract:** Based on the source credibility model and trust transfer theory, this study examined the influence of physician's personal attributes and word-of-mouth on patients' medical choice in online healthcare communities, and explored trust transfer from online to offline channel as well as the moderating effect of disease risk on the influence of ability trust and honest trust. Using data from Good Doctor Online, the results revealed that ability trust, benevolence trust, honest trust, and transference trust based on word-of-mouth all had a positive impact on the patients' medical choice despite slight differences between channels in terms of specific proxies and degree of influence. Disease risk moderated the relationship between ability trust and honest trust and patients' medical choice. Trust transfer from



online channel to offline channel had not been verified. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 25

**Main heading:** Electronic commerce

**Uncontrolled terms:** Choice behaviors - Credibility models - Credibility trusts - Disease risks - Internet medical - Medical choice - Offline channel - Source credibilities - Trust source - Trust transfer

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 62. The impact of signal of project quality and creator's credibility on crowdfunding performance based on fsQCA method

**Accession number:** 20230313410274

**Authors:** Luo, Yuhong (1); Peng, Nianjiao (1); Li, Xiaona (1); Feng, Yuanyue (1)

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

**Corresponding author:** Feng, Yuanyue(yuanyuef@szu.edu.cn)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Crowdfunding is becoming increasingly important for entrepreneurs to raise funds in recent years.

Whilst research has shown different influencing factors of crowdfunding performance as signals which can convey information, how signals work together remains underexplored. This study, which is based on a Chinese product crowdfunding platform, uses fsQCA to examine how the signal of project quality (number of likes project received, number of updates, number of description words) and creator's credibility (number of likes creator received, experience as a backer, experience as a creator) influence crowdfunding performance. We crawled 381 samples from MoDian crowdfunding platform. The results identify five configurations for high financing performance and five configurations for low financing performance. Our findings enrich the literature of crowdfunding performance based on signal theory and make practical contributions to project creators. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 23

**Main heading:** Electronic commerce

**Controlled terms:** Crowdsourcing

**Uncontrolled terms:** Analysis method - Crowdfunding - Fuzzy Set Qualitative Comparative Analysis - Fuzzy-set qualitative comparative analyse - Performance - Performance based - Project quality - Signaling theory

**Classification code:** 723.5 Computer Applications

Computer Applications

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Sponsor: Graduate Innovation Project of North Minzu University; Number: 71702111, Acronym: NSFC, Sponsor:

National Natural Science Foundation of China; Number: GD21CGL30, Acronym: -, Sponsor: Guangdong Office of Philosophy and Social Science;

**Funding text:** This research was funded by the National Natural Science Foundation of China (No. 71702111), the Philosophy and Social Sciences Planning Project of Guangdong Province (GD21CGL30), the Postgraduate Innovation Development Fund Project of Shenzhen University (No. 315-0000470707), the Shenzhen Higher Education Institute Support Plan (No. 20200826144104001), the Shenzhen Higher Education Institute Support Plan (No.20200812134420001), and the Humanities and Social Sciences Project of Ministry of Education (No.21YJC630052).

**Compendex references:** YES

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**Data Provider:** Engineering Village

### 63. An empirical study on factors affecting purchase intention of cross-border e-commerce consumer in post-pandemic era

**Accession number:** 20230313409909

**Authors:** Tian, Kun (1); Zeng, Yitang (1); Nie, Zhongming (2)

**Author affiliation:** (1) Wuhan Business University, Wuhan, China; (2) Wuhan Polytechnic, Wuhan, China

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**Abstract:** The outbreak of COVID-19 promoted the further development of the Cross-border E-commerce (CBEC) industry worldwide. Due to lockdown and home quarantine policies, many countries across the globe followed the complete closure of shopping malls, transport networks, schools, universities, etc. This study aims to investigate factors that influence purchase intention of consumers in CBEC in post-pandemic era. Stimulus-Organism-Response (SOR) model, along with Howard-Sheth Model of consumer behavior and Technology Acceptance Model (TAM) has been employed to develop a structural model for the research. An empirical study including 322 copies of questionnaire were collected and were analyzed by SPSSAU. It has been found that input stimuli such as significant stimuli, symbol stimuli, social stimuli affect personal perception, while personal perception such as perceived risk, perceived usefulness and perceived ease of use affect purchase intention negatively or positively. Based on the study, suggestions were put forward for CBEC platform for further development. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 25

**Main heading:** Electronic commerce

**Controlled terms:** Consumer behavior - Purchasing - Risk perception - Sales

**Uncontrolled terms:** Cross-border - Cross-border E-commerce - E-commerces - Empirical studies - Further development - Personal perception - Purchase intention - Stimulus-organism-response - Technology acceptance model - Transport networks

**Classification code:** 723.5 Computer Applications

Computer Applications

- 914.1 Accidents and Accident Prevention

Accidents and Accident Prevention

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

**Funding Details:** Number: 21ZD151, Acronym: -, Sponsor: Major Program of National Fund of Philosophy and Social Science of China;

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**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 64. What drive the successes and adoption of cryptocurrencies?

**Accession number:** 20230313409927

**Authors:** Li, Gerrard (1); Au, Cheuk Hang (1)

**Author affiliation:** (1) Department of Information Management, National Chung Cheng University, Taiwan

**Corresponding author:** Au, Cheuk Hang(allenau@ccu.edu.tw)

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**Abstract:** Since 2008 when Bitcoin was launched, cryptocurrencies (crypto) is increasingly being noticed. Seeing the growth of the crypto-world, different developers have launched their new crypto, possibly motivated by their potential of raising capital or other business opportunities. However, not all crypto can get proliferated. Some cryptos have become valueless gradually after being introduced. To realize the business opportunities brought by launching new cryptos, it is necessary for us to identify the factors that contribute to the success and proliferation of cryptos. In this research-in-progress paper, we presented an ongoing case study based on EOS, a proliferating crypto which has been adopted by different users. We discussed the role and impact of (1) Security, (2) High transaction speed, (3) Low cost and (4) Gamification on how a crypto may be adopted and invested by more users. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 32

**Main heading:** Bitcoin

**Uncontrolled terms:** Altcoin - Business opportunities - Case-studies - EOS - Gamification - Initial coin offering - Low-costs

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

Computer Software, Data Handling and Applications

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 65. Exploration the future of the metaverse and smart cities

**Accession number:** 20230313410240

**Authors:** Wang, Jie (1); Medvegy, Gabriella (2)

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

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The year 2021 is being called the first year of the metaverse which has been in the spotlight for more than a year. According to a report published on the website of the Spanish newspaper "The Economist", the metaverse is one of the most important technology trends in 2022. From the listing of Roblox on NASDAQ in the United States as the "first Metaverse stock", to the creation of a "Metaverse city" in Seoul, and then to the "inter-temporal interviews of Metaverse" conducted at the two sessions of the National Assembly in China. The discussion on metaverse has gradually expanded from the interpretation of the concept to the possibilities of related applications, and has shown a trend of diversification in terms of topics and subjects. Although metaverse research has become a popular research field in academic circles at home and abroad for less than a year, with the joint efforts of many scholars in many disciplinary fields at home and abroad, academic research on metaverse has made considerable progress with some innovative research findings. Metaverse is moving from conceptual construction and theoretical exploration to the rapid development stage of practical exploration and industrial application in parallel. From the perspective of the current situation of metaverse research, this paper systematically compares the hot spots of metaverse research at home and abroad, and on this basis, prospectively thinks about and explores the future trend of the integration and development of metaverse and smart cities, in order to provide some theoretical reference and inspiration for the current research of metaverse and smart cities. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 28

**Main heading:** Smart city

**Controlled terms:** Electronic commerce - Virtual reality

**Uncontrolled terms:** Academic research - Development - Development stages - First year - Innovative research - Metaverses - Research fields - Technology - Technology trends - Virtual worlds

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

Computer Software, Data Handling and Applications

- 723.5 Computer Applications

Computer Applications

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**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 66. COVID-19 accelerated digital transformation: The case of Meituan

**Accession number:** 20230313410235

**Authors:** Huang, Minyi (1); Jian, Yixin (2); Yen, Benjamin (1)

**Author affiliation:** (1) The University of Hong Kong, Hong Kong; (2) Guangzhou Maritime University, China

**Corresponding author:** Huang, Minyi(minyi@hku.hk)

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**Abstract:** The outbreak of the COVID-19 pandemic caused disruptions in supply chains. While most existing research suggests ways to improve organizational resilience, our research raises the question of whether the pandemic has accelerated digital transformation at the organizational level. Using the case of Meituan in China, we investigate the supply chain disruptions caused by COVID-19, the strategies taken by Meituan to address the problems and their strategic implications. Starting as a fast food delivery company, Meituan has developed into a leading online shopping platform in China specialized in using digital technologies to provide on-demand delivery services. Our research on Meituan during COVID-19 shows that companies can leverage emerging technologies to improve business models and deliver long-term strategic benefits through digital transformation, rather than focusing solely on improving organizational resilience to reduce uncertainty risk. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** COVID-19

**Controlled terms:** Electronic commerce - Supply chain management

**Uncontrolled terms:** COVID-19 pandemic - Digital transformation - eBusiness - Organisational - Organizational levels - Q-commerce - Real-time - Real-time commerce - Resilience - Supply-chain disruptions

**Classification code:** 461.7 Health Care

Health Care

- 723.5 Computer Applications

Computer Applications

- 911.3 Inventory Control

Inventory Control

- 912 Industrial Engineering and Management

Industrial Engineering and Management

- 913 Production Planning and Control; Manufacturing

Production Planning and Control; Manufacturing

**Funding Details:** Number: 17505018, Acronym: UGC, Sponsor: University Grants Committee;

**Funding text:** This work is supported by the Research Grants Council of the Hong Kong University Grants Committee (General Research Fund Grant Number: RGC/UGC Funding 17505018) in Hong Kong, China.

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 67. The role of remixing for innovation in online innovation communities

**Accession number:** 20230313410278

**Authors:** Baik, Seungyeop (1); Choi, Sunyoung (1); Ahn, Suho (1); Zo, Hangjung (1)

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

**Corresponding author:** Zo, Hangjung(joezo@kaist.ac.kr)

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**Abstract:** Potentially innovative ideas are being generated, shared, and even remixed (recombined) in the online innovation communities. These ideas create new innovations through remixing of ideas. In this study, we investigate how remixing makes ideas more innovative in online innovation communities. Our model is validated through ordinary least squares regression on a secondary dataset of 57,049 ideas collected from one of the largest 3D printing online innovation communities, Thingiverse.com. The result shows that the number of prior ideas has an inverted U-shaped relationship with the idea's degree of innovation and the cross-boundary remix has a positive effect on the idea's degree of innovation. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** 3D printers

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Cross-boundary remix - Degree of innovations - Innovation communities - Innovation ideas - Innovative ideas - Online innovation community - Online innovations - Ordinary least squares regressions - Prior idea - Remixing

**Classification code:** 723.5 Computer Applications

Computer Applications

- 745.1.1 Printing Equipment

Printing Equipment

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 68. Fur babies, governance, and ability: Finding meaning in survey response rates

**Accession number:** 20230313409913

**Authors:** Pont, Suzie (1); Underdown, Michael (1); Hamilton, John R. (1); Tee, Singwhat (1); Maxwell, Stephen J. (1)

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

**Corresponding author:** Pont, Suzie(suzie.pont@jcu.edu.au)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** We demonstrate that the use of visual cues in reminder emails can elicit increased response rates. Survey demographics and response rates were drawn from an ongoing survey being conducted within a not-for-profit organisation in Australia. The use of animals ("fur babies") has an impact on the younger and older demographics and those without a university education. These ages and educationally limited cohorts are often seen as problematic to motivate to engage with surveys. For this study, the optimal time to elicit most responses was 12 weeks. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 14

**Main heading:** Population statistics

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Animal fur - Australia - Demographic - Not-for-profit organization - Optimal time - Response rate - Survey period - Survey reminder - University education - Visual cues

**Classification code:** 723.5 Computer Applications

Computer Applications

**Numerical data indexing:** Age 2.328E-01yr

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 69. Competence recharging in the pandemic: The role of social support, motivation, organizational culture, and self-awareness

**Accession number:** 20230313410234

**Authors:** Nurani, Gita Aulia (1, 2); Yuwono, Susatyo (2); Dwityanto, Achmad (2); Qatrunnada, Rizqi Zulfa (2)

**Author affiliation:** (1) National Chung Cheng University, Department of Educational Leadership and Management Development, Chiayi, Taiwan; (2) Universitas Muhammadiyah Surakarta, Department of Psychology, Sukoharjo, Indonesia

**Corresponding author:** Nurani, Gita Aulia(gita.nurani@ums.ac.id)Yuwono, Susatyo(Susatyo.Yuwono@ums.ac.id)

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Using Smart PLS, this study analyzed the four primary criteria for recharging competence during a pandemic: social support, motivation, corporate culture, and self-awareness. Principally, the researcher employs a structural model to test these hypotheses. This study surveyed 105 employees with at least two years of competency or skill certification in Indonesia. Researchers examined the effects of organizational culture constructs on motivation, self-awareness, and social culture. The findings revealed that just one construct was significantly related to the three variables, notably result oriented. In particular, innovation and risk-taker ( $\beta=0.162$ ;  $p>0.05$ ) and social support ( $\beta=0.434$ ;  $p>0.01$ ). The results of the model suggested that motivation, social support, and self-awareness can account for 67.2% of competence recharging. All of the model's path coefficients are given and explained. Social support has no significance on recharging competence ( $\beta=0.080$ ;  $p>0.05$ ). In addition, motivation has significant and favorable benefits on recharging competence ( $\beta=0.380$ ;  $p < 0.05$ ). © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 47

**Main heading:** Motivation

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Competence recharging - Corporate culture - Indonesia - Organizational cultures - Result-oriented - Risk taker - Self awareness - Social culture - Social support - Structural modeling

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.4 Personnel

Personnel

**Numerical data indexing:** Percentage 6.72E+01%

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 70. Healthcare gamification: Science mapping the body of literature

**Accession number:** 20230313410246

**Authors:** Machado, Franklin Jean (1); Sanchez, Otávio Próspero (1)

**Author affiliation:** (1) Department of Technology and Data Science, Fundação Getulio Vargas's Sao Paulo School of Business Administration, Sao Paulo, Brazil

**Corresponding author:** Machado, Franklin Jean(franklinjean\_749@hotmail.com)

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** Healthcare gamification is a research topic being investigated in numerous contexts. As it is an interdisciplinary subject, it is hard for researchers to keep up with the research published in these venues. This paper aims to unveil the intellectual structure of the healthcare gamification research field through a systematic literature review. We apply a science map strategy to a 520-document database. This database was analyzed to build an evolutionary map revealing the most co-cited authors, their publications, and the theories used. Results evidence that referenced research can be classified into six research traditions. Finally, research opportunities are presented. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 83

**Main heading:** Health care

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Classifieds - Cocitation - Document database - Gamification - Healthcare gamification - Intellectual structures - Research fields - Research topics - SciMAT - Systematic literature review

**Classification code:** 461.7 Health Care

Health Care

- 723.5 Computer Applications

Computer Applications

**Funding Details:** Number: -, Acronym: CAPES, Sponsor: Coordenação de Aperfeiçoamento de Pessoal de Nível Superior;

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**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 71. Understanding donation intention in live-streaming from dedication and constraint perspectives

**Accession number:** 20230313409924

**Authors:** Chou, Shih-Wei (1); Nguyen, Trieu (2)

**Author affiliation:** (1) Department of Information Management, National Kaohsiung University of Science and Technology, Kaohsiung, Taiwan; (2) College of Management, National Kaohsiung University of Science and Technology, Kaohsiung, Taiwan

**Corresponding author:** Nguyen, Trieu(f110121116@nkust.edu.tw)

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**Conference location:** Virtual, Online, Thailand

**Conference code:** 185950

**Publisher:** International Consortium for Electronic Business

**Abstract:** The pervasiveness of live-streaming, especially in the period of Covid-19, has brought ample monetizing opportunities for content creators through viewers' donation. Given that donation is commonly driven by the gained benefits to the donors, voluntary donation in live-streaming is still unstable due to the lack of constraints. Drawing on the dedication-constraint framework, we examined how streamer-viewer interactions, motivational feedback and self-regulation deficiency affect viewers' donation intention in live-streaming. A survey was conducted among live-streaming users in Taiwan, and the collected data were analyzed by partial least squares. The findings show that the motivational feedback (dedication-based mechanism) has a stronger influence than self-regulation deficiency (constraint-based mechanism) in determining viewers' donation intention. Responsiveness is proven as the most important interaction-based antecedent of motivation feedback and self-regulation deficiency, beside personalization and entertainment. In sum, our empirical findings have significant implications for research and practice to deepen the understanding of donation, encourage viewers to donate and maintain the relationship with content creators in live-streaming communities. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 27

**Main heading:** Least squares approximations

**Controlled terms:** Deregulation - Electronic commerce

**Uncontrolled terms:** Constraint - Constraint-based - Content creators - Dedication - Donation - Feedback regulation - Interaction - Live streaming - Partial least-squares - Self regulation

**Classification code:** 723.5 Computer Applications

Computer Applications

- 921.6 Numerical Methods

Numerical Methods

- 971 Social Sciences

Social Sciences

**Compendex references:** YES

**Database:** Compendex

Compilation and indexing terms, Copyright 2023 Elsevier Inc.

**Data Provider:** Engineering Village

## 72. Preserving talent: Employee churn prediction in higher education

**Accession number:** 20230313409916

**Authors:** Limjeerajarat, Jariya (1); Napat, Damrongsak (1)

**Author affiliation:** (1) Chiang Mai University, Chiang Mai, Thailand

**Corresponding author:** Napat, Damrongsak(damrongsak.napat@cmu.ac.th)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Retaining employees in a knowledge-based organisation, such as a university, is a significant challenge, especially as the need to keep knowledgeable workers is key to sustaining their competitive advantage. Knowledge is the organisations' and employees' most valuable and productive asset, but this intrinsic character leads to a high employee turnover. Often, universities learn about employees' imminent departure too late. To prevent the loss of high-performing employees and to detect the warning signs early, business firms have been using advanced data mining techniques to predict "customer churn". Recently these techniques have been used with "employee churn" in various industries, but not in higher education. This research bridges this gap by applying data mining techniques to predict employee churns in a university. The contributions of this research will be: 1) to identify critical factors that lead to talent losses; 2) to help universities devise appropriate strategies to retain their employees' talents. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 26

**Main heading:** Data mining

**Controlled terms:** Competition - Electronic commerce - Forecasting - Knowledge based systems - Personnel

**Uncontrolled terms:** Churn predictions - Competitive advantage - Data-mining techniques - Employee attrition - Employee turnover - High educations - Knowledge-based organization - Knowledgeable workers - Learn+ - Warning signs

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

Data Processing and Image Processing

- 723.4.1 Expert Systems

Expert Systems

- 723.5 Computer Applications

Computer Applications

- 911.2 Industrial Economics

Industrial Economics

- 912.4 Personnel

Personnel

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

### 73. I-Fintech adoption readiness

**Accession number:** 20230313410249

**Authors:** Hakro, Dil Nawaz (1); Hamilton, John R. (2); Tee, Singwhat (1); Underdown, Michael (2)

**Author affiliation:** (1) JCU, Australia; (2) Cairns Institute, James Cook University, Cairns, Australia

**Corresponding author:** Hamilton, John R.(john.hamilton@jcu.edu.au)

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**Abstract:** Various studies show information technology can beneficially apply to enhance financial services. The merger of Fintech, based on the Islamic law, creates the concept of Islamic Fintech (I-Fintech). The growing investment

and numerous startups across Islamic Fintech offer financial innovation evidence of the importance of I-Fintech. Many governments support I-Fintech growth through investments and supporting startups. Pakistan, an Islamic country, is experiencing evolutionary changes in Fintech adoption. This I-Fintech adoption can engage governments, companies and firms across the Islamic world. Eighty five percent (85%) of Pakistan's population lack financial services. Hence, financial inclusion is a dominant problem of Pakistan. To date, few I-Fintech companies or firms operate in Pakistan. These are limited to big cities like Islamabad, Karachi and Lahore. To date lack of investment has restricted I-Fintech growth processes. Thus, a demand for local corporate and firm engagement is desirable to capture full advantages across the Fintech sector. This paper proposes a conceptual framework for adoption of I-Fintech across Pakistan. It proposes Islamic Fintech challenges and risk affect intention to adopt I-Fintech in Pakistan. Intention to adopt I-Fintech technology contains the constructs of technical literacy, financial literacy, digital literacy and social acceptance. This study's next stage is to measure and model competitiveness position of Pakistan's Islamic financial institutions (by gauging their resultant collective intelligences position). © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 70

**Main heading:** Blockchain

**Controlled terms:** Electronic commerce - Investments

**Uncontrolled terms:** Block-chain - Evolutionary changes - Financial innovation - Financial service - Government companies - Government supports - Islamic country - Islamic fintech - Pakistan - Shariah

**Classification code:** 723.3 Database Systems

Database Systems

- 723.5 Computer Applications

Computer Applications

**Numerical data indexing:** Percentage 8.50E+01%

**Compendex references:** YES

**Database:** Compendex

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**Data Provider:** Engineering Village

## 74. The value of additional reviews in reputation systems: Evidence from a car review platform

**Accession number:** 20230313410279

**Authors:** Fan, Xiao (1); Sun, Ao (1); Liu, XuDong (1)

**Author affiliation:** (1) School of Management, Harbin Institute of Technology, China

**Corresponding author:** Liu, XuDong(cameran@hit.edu.cn)

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**Abstract:** Online reviews, especially additional reviews, have become an important channel for consumers to obtain information about product quality. Based on review data obtained from "AutoHome", which is a most popular car review platform in China, this study explores the influence of additional review function on the initial reviews from both the reader and reviewer levels. At the reader-level, the introduction of the additional review function improves readers' perceived usefulness of the reviews. At the reviewer-level, it can drive reviewers to write more initial reviews. In general, the introduction of such a function can be regarded as an improvement of the existing review mechanism. The findings of this study can not only enrich the research on online word-of-mouth, but also provide valuable reference for related practitioners. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 19

**Main heading:** Digital storage

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

**Uncontrolled terms:** Additional review - Natural experiment - Online reviews - Online word of mouths - Perceived usefulness - Products quality - Reputation systems - Review datum - Review usefulness

**Classification code:** 722.1 Data Storage, Equipment and Techniques

Data Storage, Equipment and Techniques

- 722.4 Digital Computers and Systems

Digital Computers and Systems

- 723.5 Computer Applications

Computer Applications

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## 75. Influencing factors of resident satisfaction in smart community servicesAn empirical study in Chengdu

**Accession number:** 20230313410253

**Authors:** Jin, Rongxin (1); Liu, Yifan (1); Yang, Lichen (1); Chang, Xiang (1)

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**Abstract:** Smart communities have shown great advantages in China's pandemic control, but also exposed the shortcomings that some smart community services (SCS) are out of touch with residents' needs in the post-pandemic era. Therefore, This study aims to explore those SCSs were needed to promote the sustainable development of smart communities. Based on the expectation disconfirmation theory and the modified ASCI model, this study establishes a smart community service resident satisfaction model and analyzes it with Amos structural equation model. The study results are as follows: (1) SCS outcome, ICT infrastructure, and SCS delivery all have a positive influence on resident satisfaction and their performances decrease in turn. (2) some of the factors that drive resident satisfaction most, such as Smart Property Service and Public Facility, have a lower rating. (3) residents are more concerned about the "cost" (including financial and emotional costs) than the quality of the SCSs. (4) Most residents' expectations of SCS are irrational and that's why it does not have a significant impact on satisfaction. (5) Resident Satisfaction is an important factor in enhancing Resident Confidence in SCS and promoting Resident Participation in improving SCS. This enlightens us that improving resident satisfaction is one of the effective ways to promote the sustainable development of Smart Community and continuously enhance the emergency response capabilities of grassroots communities in the post-pandemic era. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 25

**Main heading:** Sustainable development

**Controlled terms:** Electronic commerce - Smart city

**Uncontrolled terms:** ASCI model - Chengdu - Community services - Empirical studies - Expectation disconfirmation theory - Post-pandemic situation - Resident satisfaction - Satisfaction model - SEM analysis - Smart community

**Classification code:** 723.5 Computer Applications

Computer Applications

**Compendex references:** YES

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**Data Provider:** Engineering Village

## 76. Understanding work behaviors in remote work environments during the COVID-19 pandemic: Transaction cost theory perspective

**Accession number:** 20230313409903

**Authors:** Chen, Xi (1); Hung, Wei-Hsi (1)

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**Abstract:** Previous studies on remote work have not fully understood which roles are suitable for remote work. In our study, we performed the literature review method and developed a conceptual model inspired by transaction cost theory. Additionally, we believe remote work is an optional option in the context of hybrid work during COVID-19. Our conceptual model leads us to believe that remote workers incur some additional perceived costs in the remote work process. We analyze the following four different roles to understand their perceived costs of working remotely: CEO, product manager, database engineer, and administrative employee. We are expected to provide theoretical explanations for what factors influence remote workers' perceived transaction costs. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 66

**Main heading:** COVID-19

**Controlled terms:** Costs - Electronic commerce - Personnel

**Uncontrolled terms:** Conceptual model - Literature reviews - Perceived costs - Product manager - Remote work - Remote workers - Transaction-cost theory - Work behavior - Work environments - Work process

**Classification code:** 461.7 Health Care

Health Care

- 723.5 Computer Applications

Computer Applications

- 911 Cost and Value Engineering; Industrial Economics

Cost and Value Engineering; Industrial Economics

- 912.4 Personnel

Personnel

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## 77. Understanding perceived shopping effectiveness with omnichannel: A MOA theory perspective

**Accession number:** 20230313409902

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**Abstract:** Customers' shopping effectiveness is a critical factor in encouraging customers to stay with the firms, the knowledge regarding how to provide shopping effectiveness in an omnichannel retailing environment remains underexplored. Thus, this study draws on Motivation-Opportunity-Ability theory (MOA) and examines MOA factors affecting customers' perceived shopping effectiveness, which in turn influences customers' omnichannel usage continuance intention. The expected findings may suggest that the opportunity factor, channel integration quality encompassing channel-service configuration, content consistency, process consistency, and assurance quality, positively influences customers' perceived shopping effectiveness. Furthermore, the motivation factors such as relative advantage, perceived ease of use, personalized incentives, flow, and enjoyment, have positive effects on customers' perceived shopping effectiveness. In addition, ability factors encompassing technology readiness and self efficacy are expected to influence perceived shopping effectiveness. As a result, perceived shopping effectiveness positively influences omnichannel usage continuance intention. These findings enhance the literature on the shopping values and channel integration quality in an omnichannel retailing environment. These findings also offer insightful implications for omnichannel retailers in terms of creating and managing customers' shopping effectiveness in the post-COVID period. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 64

**Main heading:** Motivation

**Controlled terms:** Electronic commerce - Integration - Sales

**Uncontrolled terms:** Channel integration quality - Content consistency - Continuance intentions - Critical factors - Motivation-opportunity-ability theory - Omnichannel - Personalized incentive - Service configuration - Shopping effectiveness - Theory theories

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.4 Personnel

Personnel

- 921.2 Calculus

Calculus

**Compendex references:** YES

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## 78. A mediation–moderation framework of consumers' intention to participate in crowdfunding

**Accession number:** 20230313410231

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**Abstract:** The purpose of this paper is to examine the role of perceived risk and shopping frequency as a mediator and a moderator in supporting a reward-based crowdfunding (CF) project by potential backers. A research framework is developed based on consumer decision-making styles and literature studies. A total of 218 valid responses are collected from offline shoppers through an online questionnaire to examine their perceptions and motivation to participate in a CF project on Indiegogo, one of the largest reward-based CF platforms. Descriptive statistics and Hayes' PROCESS macro are used to analyze data. The results reveal five decision-making styles of Thai offline shoppers. When combining these styles, they significantly directly increase the tentative of offline shoppers to support a CF project, but indirectly decrease their backing intention through perceived risk. Past behavior in terms of respondents' offline shopping behavior insignificantly moderate the relationships between consumer style inventory (CSI) and perceived risk, perceived risk and intention, and CSI and intention, but significantly help to lower their perceived risk. The results guide project owners in reward-based CF platforms in drawing attention from future backers, expanding their market, and creating marketing strategies for potential consumers with different decision-making styles. This work is one of the first papers that explores offline shoppers as potential backers, examines the impact of consumer decision-making styles, and analyze mediation and moderation models in the context of a reward-based CF platform. © 2022 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 88

**Main heading:** Decision making

**Controlled terms:** Consumer behavior - Crowdsourcing - Electronic commerce

**Uncontrolled terms:** Consumer decision-making styles - Consumer style inventory - Decision-making style - Decisions makings - Intention - Offline - Offline shopper - Perceived risk - Reward-based crowdfunding - Shopping frequency

**Classification code:** 723.5 Computer Applications

Computer Applications

- 912.2 Management

Management

- 931.3 Atomic and Molecular Physics

Atomic and Molecular Physics

**Compendex references:** YES

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