

## 1. Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The proceedings contain 80 papers. The topics discussed include: adoption of data spaces as multi-sided platforms: towards a preliminary adoption framework; an empirical study of impulse purchase in e-commerce live streaming from the e-commerce marketing mix perspective; be human-like or AI-like: Investigating the impact of the anthropomorphism and decision valence on organizational justice and attractiveness in the AI-recruitment; comprehensive risk management matrix in agile EDA project management for semiconductor industry - a case study; configuration analysis of factors influencing the sales performance of live streaming e-commerce based on the fsQCA method; decoding business applications of generative ai: a bibliometric analysis and text mining approach; design and application of artificial intelligent firefighting robot and development of data module; and development of an AI-based alert system for targeted temperature management patients using machine learning and millimeter-wave technology.

**Abstract type:** (Edited Abstract)

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**Database:** Compendex

**Data Provider:** Engineering Village

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## 2. Exploring IT Affordances and Risk Management for Internationalization Activities of Business Schools

**Accession number:** 20240215331114

**Authors:** Nanthakorn, Bob (1); Ractham, Peter (1); Suwannakart, Phatsaporn (2); Damroungkunkamjorn, Lalita (1); Chotisarn, Noptanit (1)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The COVID-19 pandemic had strong negative effects on all kinds of academic processes and forced business schools worldwide to use Information Technology (IT) artefacts to cope with the social distancing which prohibited most on-site activities from early 2020 until mid-2022. These effects were even more significant for universities with different types of international affairs activities. This paper explored these changes and constraints by investigating the IT affordances of a triple crown accredited business school during the three phases of the COVID-19 pandemic: before the pandemic (pre-2019), during the pandemic (early 2020 to mid-2022) and the post-pandemic (2022 onward). To reach this research aim, primary data from interviews with outgoing exchange students going abroad and incoming foreign exchange students from a leading business school in Thailand have been analyzed. As a central finding of this paper, it has been identified that IT affordances have changed significantly during the pandemic. More and different IT tools were implemented. Especially at the beginning of the pandemic many of the needed tools were not available and schooling to use them was missing. A high number of requests resulting from uncertainties on the student's side were communicated via various communication channels. Often these requests were not leading to sufficient replies. The communication model changed from unidirectional communication in the pre-pandemic phase to a bidirectional model in the pandemic phase. As a result of this paper, the authors suggest aligning IT affordances with a strategic risk management system. This newly derived model could support the international affairs units to utilize IT artefacts to help reduce the risks involved in future crises. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 46

**Main heading:** COVID-19

**Controlled terms:** Education computing - Electronic commerce - Risk management - Students

**Uncontrolled terms:** Business schools - Exchange programmes - Exchange students - Information technology affordance - International affairs - International projects - Technology affordances - Technology risks - Thailand - University

**Classification code:** 461.7 Health Care - 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 3. Will ChatGPT Remodify the Education? The Future of Business Education and Research

**Accession number:** 20240215330495

**Authors:** Zhan, Zhan (1); Rahman, A.B.M. Munibur (1); Cui, Ruichen (1)

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**Corresponding author:** Rahman, A.B.M. Munibur(abmmrahman@wut.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Artificial intelligence (AI) technologies have become widely used recently, upending several industries. One of the most extensively disrupted businesses today, the educational sector, is being transformed by ChatGPT. This study aims to comprehend how students feel about influencing elements and their attitudes toward novel concepts like ChatGPT. We received almost 162 respondents from the students of different business schools in the pilot survey. There are 14 questions

in the questionnaire and the scales are based on the ABC model of attitudes on a Likert scale, which measures levels of attachment, propensity for behavior, and level of cognition. Investigations on study habits usually concentrate on the number of writing assignments, characteristics of information searching and selecting behaviors, and capacity for adjusting to new technology. In this research, we studied how ChatGPT may transform business education by altering how business professionals and students interact with and take in knowledge. The future of business education may be greatly changed by ChatGPT. The summary of this study offers a glimpse of how ChatGPT might revolutionize business education while also noting that doing so fully would take careful planning, ethical consideration, and steadfast study. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 7

**Main heading:** Students

**Controlled terms:** Education computing - Electronic commerce

**Uncontrolled terms:** Artificial intelligence technologies - Attitude - Behavior - Business educations - Business research - ChatGPT - Education and researches - Educational sectors - Novel concept - Self efficacy

**Classification code:** 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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#### 4. The Study of e-Business Models in Hospitality Management: Comparing Hotel Reservation Systems of Booking.com, Expedia and Agoda

**Accession number:** 20240215330478

**Authors:** Tsai, Cheng-Hao (1)

**Author affiliation:** (1) HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium

**Corresponding author:** Tsai, Cheng-Hao(brian690407@gmail.com)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The rapid evolution of e-business models has brought about transformative changes in various industries, including the hospitality sector. The dynamic landscape of hospitality management has undergone substantial transformations with the advent of e-business models. This paper undertakes an in-depth exploration of e-business models within the realm of hospitality management, with a specific focus on three prominent online reservation systems – Booking.com, Expedia, and Agoda. Through a rigorous comparative analysis, this study aims at unraveling the intricacies of these platforms, offering valuable insights into their operational frameworks, market positioning, and strategies for customer engagement. Adopting the business model concept and Business Model Canvas (BMC) theoretical framework, conceived for business management approach, this paper encompasses the nine building block criteria formulated by Osterwalder and Pigneur (2010). The findings highlight nuanced differentiations in the e-business models adopted by the selected platforms. While all three systems provide essential booking functionalities, their approaches to expansion, partnership networks, and customer loyalty initiatives diverge significantly. Additionally, the study unveils varying degrees of success in fostering customer trust and engagement, shedding light on the determinants influencing different types of users' preferences for particular platforms. Furthermore, this research examines the implications of e-business models on hospitality management. It explores avenues for innovation, spotlighting areas where each platform can leverage its strengths to maintain a

competitive advantage in an ever-evolving digital milieu. Moreover, it addresses challenges related to data privacy, security, and customer satisfaction that have gained prominence in the online hospitality management sphere. By offering an extensive comparative analysis of e-business models in hospitality management, this study contributes both to scholarly discourse and practical insights for industry professionals. As e-Business continues to reshape hospitality management, comprehending the distinct strategies of platforms such as Booking.com, Expedia, and Agoda would be pivotal for stakeholders navigating this dynamic and competitive environment. This research serves as a foundational platform for future investigations and guides strategic decision-making for hospitality enterprises and online booking platform providers. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 45

**Main heading:** Customer satisfaction

**Controlled terms:** Competition - Data privacy - Decision making - Electronic commerce - Reservation systems - Sales

**Uncontrolled terms:** Business management - Business models - Comparative analyzes - Concept model - E-business models - Hospitality management - Hotel reservation system - Modeling concepts - Online reservation - Theoretical framework

**Classification code:** 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 911.2 Industrial Economics - 912.2 Management

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 5. Bridging the Gap between E-Learning and E-Business Education Management in English Teaching — A Case Study of Kaysersberg Education Group in Taiwan

**Accession number:** 20240215330485

**Authors:** Wang, Hsiu-Chin (1)

**Author affiliation:** (1) HEC Liège Executive Education, Management School- Liège Université, Liège, Belgium

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** In the rapidly evolving world of education, the intersection of technology and pedagogy presents unprecedented opportunities for enhancing learning and teaching. This conference paper explores the symbiotic relationship between e-learning, e-business education management, and information technology education management in the context of English language education. Conducted within the English language schools of Kaysersberg Education Group in Taiwan, this research investigates the transformative potential of merging these dimensions to enrich English language instruction. The study employs advanced technological tools to bridge the realms of e-learning, e-business education management, and information technology, aiming to optimize English language education for both learners and educators. The literature review highlights the significance of integrating e-resources into e-learning environments and emphasizes the role of librarians, students, and teachers in updating and refining these resources. It also discusses the challenges faced by distance learners and the importance of effective communication. Furthermore, it delves into the importance of technological familiarity for e-learning students and the impact of e-learning on students' motivation and foundational skills. The review also stresses the multifaceted assessment of teacher quality and the benefits of e-learning tools in classrooms. The research

methodology involves the strategic use of advanced technological tools, including digital cameras, digital video technology, scanners, OCR software, recording software, and internet resources. These tools are employed to create a bridge between e-learning, e-business education management, and information technology, enhancing English instruction within language schools. The study's findings underscore the need for progressive teaching methodologies that incorporate technology and promote interactive pedagogy. It highlights how the transformation of language acquisition can empower students and eliminate barriers to English language learning. The research advocates for embracing innovative teaching approaches, fueled by technology, and fostering a collaborative learning environment. This conference paper concludes by emphasizing the potential of merging technology with pedagogy to revolutionize English language education and reshape the future of teaching and learning. By integrating e-learning, e-business education management, and information technology education management, education can become more inclusive, interactive, and learner-centric. This transformative journey holds the promise of elevating confidence, enthusiasm, and engagement among students, catalyzing a generational shift in education dynamics. The paper invites collective efforts to shape an inspiring future of education characterized by collaboration, innovation, and shared growth. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 18

**Main heading:** E-learning

**Controlled terms:** Computer aided instruction - Computer graphics - Electronic commerce - Engineering education - Information management - Merging - Multimedia systems - Students - Teaching

**Uncontrolled terms:** Business educations - E - learning - eBusiness - Education informations - Education management - English language school - English languages - English teaching - Kaysersberg - Language education

**Classification code:** 723.5 Computer Applications - 901.2 Education

**Compendex references:** YES

**Database:** Compendex

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## 6. Decoding Business Applications of Generative AI: A Bibliometric Analysis and Text Mining Approach

**Accession number:** 20240215331101

**Authors:** Wang, May Ying (1); Wang, Pengqi (2)

**Author affiliation:** (1) Beijing Normal University, Hong Kong Baptist University United International College, Zhuhai, China; (2) The Hong Kong University of Science and Technology (Guangzhou), Guangzhou, China

**Corresponding author:** Wang, Pengqi(pwang294@connect.hkust-gz.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The integration of Generative AI into business and management stands out as a pivotal transformation. This paper employs bibliometric analysis to scrutinize academic perspectives on the applications of Generative AI across diverse business research fields. Concurrently, text mining based on tweets and websites is deployed to probe cutting-edge industry applications of Generative AI in business and management. The latent Dirichlet allocation (LDA) topic modeling method unveils the profound potential of Generative AI, i.e. 1) creating new interfaces for service providers and personalized experience; 2) creating new content to augment human creativity; 3) improving efficiency and productivity, and 4) enabling more new applications, business models and use in the practical business applications. Delving into the contemporary research topics in information systems, marketing, management, and other business research, this study undertakes a comprehensive bibliometric and thematic analysis to integrate findings from both contemporary academic research fields

and business application spheres to identify the research gap and explore future research context in GenAI. Moreover, this study underscores the ethical and practical challenges that emerge, advocating for interdisciplinary study on GenAI. The paper concludes by providing suggestions for future research, underscoring the importance of combining technological expertise with a human-centered approach. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 26

**Main heading:** Electronic commerce

**Controlled terms:** Data mining - Decoding - Information management - Text processing

**Uncontrolled terms:** Bibliometric - Bibliometric review - Bibliometrics analysis - Business and management - Business applications - Business research - GenAI application - Generative AI - Research fields - Text-mining

**Classification code:** 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 903.1 Information Sources and Analysis - 903.3 Information Retrieval and Use

**Compendex references:** YES

**Database:** Compendex

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## 7. Factors Affecting Intention of Use Electronic Ticket Service of State Railway of Thailand Passengers

**Accession number:** 20240215331116

**Authors:** Chana, Woranon (1); Rotchanakitumnuai, Siriluck (1)

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**Corresponding author:** Chana, Woranon(woranon-cha64@tbs.tu.ac.th)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** This thesis studied factors influencing passenger intention to use the State Railway of Thailand (SRT) electronic ticketing (e-ticketing) system. Quantitative research was done, applying the theory of acceptance and use of technology, incorporating factors from previous research and new investigations of digital readiness and cost switching. The sample group comprised 208 passengers inexperienced in using the SRT website online ticketing system or D-Ticket application (app). Data was collected by electronic questionnaire and analyzed. Results were that environmental and cultural aspects of digital usage affect perceived systemic benefits, which in turn influenced the intention to use the system. In addition, factors related to expectations about the system's effectiveness directly impacted the intention to use the system. Samples perceived service costs as associated with switching costs from traditional ticketing channels, including time and convenience considerations. Sample educational levels influenced the intention to use the system. Limits with this research include the primary focus on examining the influence on the intention of passengers inexperienced with online ticketing services to use the SRT electronic ticketing system. Therefore, findings may not be relevant to other contexts. Further research might focus on different sample groups to generalize results. These findings may be useful for online ticketing service providers to enhance systems to better meet customer needs. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 33

**Main heading:** Railroads

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

**Uncontrolled terms:** E-ticketing - Electronic ticketing - Electronic ticketing system - Electronic tickets - Intention to use - Passenger intention - Quantitative research - State railway of thailand - Thailand - Ticketing systems



**Classification code:** 433.1 Railroad Transportation, General - 722.4 Digital Computers and Systems - 723.5 Computer Applications

**Compendex references:** YES

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## 8. Convolution Neural Network (CNN) Based Phishing Attack Detection Model for E-Business in Enterprise Information Systems

**Accession number:** 20240215330486

**Authors:** Gupta, Brij B. (1, 2); Gaurav, Akshat (3); Chui, Kwok Tai (4)

**Author affiliation:** (1) Department of Computer Science and Information Engineering, Asia University, Taiwan; (2) Lebanese American University, Beirut; 1102, Lebanon; (3) Ronin Institute, Montclair; NJ, United States; (4) Hong Kong Metropolitan University (HKMU), Hong Kong

**Corresponding author:** Gupta, Brij B.(bbgupta@asia.edu.tw)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The continued prevalence of phishing attacks highlights the need of research into the creation of reliable detection models for this pervasive online danger to e-business. Using a dataset procured from Kaggle, this study proposes a Convolutional Neural Network (CNN)-based method for identifying phishing scams. Using two Conv1D layers, our model successfully distinguishes between safe and harmful websites. Training results were quite encouraging, with a loss of just 0.077525 and an accuracy of 0.972125 throughout the process. These findings validate our CNN-based phishing attack detection model's sturdiness and adaptability. Our results not only provide a useful tool for spotting phishing attacks but also shed light on the possibilities of CNNs, and in particular Conv1D layers, in the realm of cybersecurity. This study is an important contribution to the ongoing effort to counter the rising danger of phishing attempts and improve the safety of e-business users worldwide. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 19

**Main heading:** Electronic commerce

**Controlled terms:** Computer crime - Convolution - Information systems - Information use

**Uncontrolled terms:** Attack detection - Convolution neural network - Convolutional neural network - Detection models - eBusiness - Enterprise information system - Network-based - Phishing - Phishing attacks - Reliable detection

**Classification code:** 716.1 Information Theory and Signal Processing - 723.5 Computer Applications - 903.2 Information Dissemination - 903.3 Information Retrieval and Use

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## 9. Research on the Influence of Recommended Online Testing and Evaluation on College Students' Purchase Intention of Beauty Products

**Accession number:** 20240215331138

**Authors:** Guo, Yingzhi (1); Yang, Yongzhong (1); Luo, Kunming (2)

**Author affiliation:** (1) Sichuan University, Chengdu, China; (2) City University of Macau, Macau, China

**Corresponding authors:** Guo, Yingzhi(2448414256@qq.com); Yang, Yongzhong(yangyongzhong116@163.com)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** With the popularization of Internet technology and the rise of social platforms, the consumption scenario of beauty products has gradually shifted from offline to online. However, as an important source of pre-purchase decision-making information for college students, the online testing and evaluation (OTE) of beauty products has not attracted much attention from the scholars. Based on this background, our study innovatively considers the trend of decentralization and establishes a model to explore the impact of recommended OTE on college students' purchase intention regarding beauty products. The results are as follows: (1) Except for visual cues, the professionalism, popularity and content quality all have significant positive effects on purchase intention; (2) Perceived risk plays a mediating role between the above three variables and purchase intention; (3) Perceived functional value plays a mediating role between popularity, content quality and purchase intention. Finally, we put forward suggestions for the OTE operators to improve consumers' purchase intention, and also hope to help college students make rational purchase decisions. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** Decision making

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

**Uncontrolled terms:** Beauty products - College students - Contents qualities - On-line evaluation - On-line testing - Perceived functional value - Perceived risk - Purchase decision - Purchase intention - Testing and evaluation

**Classification code:** 723.5 Computer Applications - 912.2 Management

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 10. Influence of Social Media Platforms on Consumers' Attitudes for Selecting Travel Destinations

**Accession number:** 20240215331123

**Authors:** Ahuja, Vandana (1); Tabeck, Pooja Sehgal (1); Arora, Perna (2)

**Author affiliation:** (1) Symbiosis Institute of Business Management, Symbiosis International University, Noida, India; (2) Amity Business School, Amity University, Uttar Pradesh, India

**Corresponding author:** Arora, Perna(perna.aarora97@gmail.com)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** The utilisation of social media platforms has emerged as an essential tool for attaining success in the modern business environment. The primary objective of this research endeavour is to examine the possible inclination of individuals towards utilising Instagram as a means to choose a travel destination. The present study is predicated upon a self-administered survey conducted among a sample size of 242 individuals. According to the findings derived from the regression analysis, it can be concluded that the Tour Operator Generated Content (TOGC) holds the highest level of significance regarding its impact on the explanation of variance in individuals' attitudes towards destination selection. The present study's findings offer significant insights for marketers and businesses in the travel industry. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 52

**Main heading:** Decision making

**Controlled terms:** Electronic commerce - Regression analysis - Social networking (online)

**Uncontrolled terms:** Consumer attitudes - Decisions makings - Electronic word of mouth - Social media - Social media platforms - Social medium engagement - Tourist decision-making - User-generated - User-generated content

**Classification code:** 723 Computer Software, Data Handling and Applications - 723.5 Computer Applications - 912.2 Management - 922.2 Mathematical Statistics

**Compendex references:** YES

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## 11. The Effect of Host Personality on Property Performance and Review Volume: Evidence from an Accommodation-Sharing Platform

**Accession number:** 20240215330476

**Authors:** Zhang, Zhiyun (1); Li, Pengyu (1); Chen, Yanhong (1)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Although numerous studies have investigated the impact of marketer-generated content (MGC) on consumers' booking and review posting behavior in accommodation-sharing platforms, little is known about the effect of the host disclosed personality. This study aims to examine the effect of the host personality on consumers' booking and reviewing behavior on peer-to-peer property rental platforms. Utilizing secondary data from Airbnb, the study sheds light on how hosts' personality influence review volume and property performance. The empirical results showed that host agreeableness and conscientiousness positively influence consumers' review posting behavior; the extraversion of the host has an inverted-U shape influence on consumers' booking behavior and review posting. Moreover, the property quantity can moderate the effect of hosts' personality on review volume and property performance. The results show that providing comprehensive and detailed descriptions related to hosts improves review volume. The findings contribute to both the literature and practice within the sharing economy and tourism industry. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 28

**Main heading:** Consumer behavior

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Accommodation-sharing economy - Host's personality - Marketer-generated content - Peer to peer properties - Performance - Property - Property quantity - Purchase behavior - Secondary datum - Sharing platforms

**Classification code:** 723.5 Computer Applications - 931.3 Atomic and Molecular Physics

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 12. The Impact of Live Streamer Type and Live Streaming Scene Type on Agricultural Product Purchase Intention: A Psychological Distance Perspective

**Accession number:** 20240215330491

**Authors:** Zhang, Ruixuan (1); Wang, Nan (1); Peng, Yuxing (1)

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

**Corresponding author:** Wang, Nan(nanwang@whu.edu.cn)

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**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** With the development of live streaming, it is becoming widely adopted by farmers to broadcast their agricultural products. Despite its practical prevalence, the theoretical understanding of the purchase of agricultural products in the live-streaming context is still lacking. To fill this gap, based on the theory of psychological distance, this study focuses on the roles of two context-specific factors namely the live streaming scene of production place and the live streamer type of farmers, and investigates their impact on agricultural product purchase intention together with brand awareness. A 2 (streamer type) x 2 (scene type) x 2 (brand awareness) factorial experiment is designed to validate the proposed research

model. Expected theoretical and practical contributions are discussed. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** Agricultural products

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

**Uncontrolled terms:** Brand awareness - Factorial experiment - Live streamer type - Live streaming - Live streaming scene type - Psychological distance - Purchase intention - Research models - Trust

**Classification code:** 723.5 Computer Applications - 821.4 Agricultural Products

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

Compilation and indexing terms, Copyright 2024 Elsevier Inc.

### 13. Exploring the Influence of AI on Purchase Intention of Electric Vehicle among Consumers in China

**Accession number:** 20240215331115

**Authors:** Fang, Ning (1); Ongkrutraksa, Worawan (1)

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

**Corresponding author:** Fang, Ning(fning106@gmail.com)

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**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

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**Language:** English

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**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** As China swiftly recovers from the impacts of COVID-19, the nation grapples with complex development challenges, notably the promotion of green energy consumption. Despite environmental awareness among consumers in China growing but which not led to a parallel increase in the consumption of green products. Bridging this gap necessitates effective communication and communication tool, based on previous studies, AI was believed to be a pivotal tool for sustainable economy. Therefore, this study focuses on AI and China's electric vehicle (EV) industry which is a prominent sector in green energy. Employing the technology acceptance model to explore the influence of perceived usefulness (PU), perceived ease of use (PEU), perceived cyber risks (PCR), and perceived enjoyment (PE) of AI on consumers' purchase intention for EV in China.

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**Number of references:** 35

**Main heading:** Energy utilization

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

**Uncontrolled terms:** Energy-consumption - Environmental awareness - Green energy - Green marketing - Green marketing communication - Green products - Marketing communications - Purchase intention - The technology acceptance model

**Classification code:** 525.3 Energy Utilization - 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

Compilation and indexing terms, Copyright 2024 Elsevier Inc.

#### 14. Study on the Influencing Factors of Chinese Consumers' Continuous Purchase Intention on Cross-Border Beauty Products

**Accession number:** 20240215330473

**Authors:** Zeng, Yi T. (1); Tang, Xuan B. (1); Lu, Hong X. (2)

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

**Corresponding author:** Lu, Hong X.(33016548@qq.com)

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** In recent years, Chinese consumers have more and more demands for cross-border beauty products, so it is of practical significance to explore their continuous purchase intention. A research model is constructed based on SOR theory model in this study, in which the "stimulus" (S) factor is customer perceived value, including emotional value, functional value, social value; the "organic" (O) factors are perceived gain and customer satisfaction; "Response" (R) is consumers' continuous purchase intention. Based on 451 valid survey data, it is found that emotional value, functional value and social value have a positive impact on perceived gain and customer satisfaction, and perceived gain and customer satisfaction have a positive impact on continuous purchase intention, and perceived gain has a more significant impact on continuous purchase intention. In addition, perceived gain and customer satisfaction have partial mediation effects on the relationship between stimulus (S) and behavioral response (R). According to the research results, some suggestions are put forward for the merchants or enterprises engaged in cross-border beauty products industry. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 24

**Main heading:** Customer satisfaction

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

**Uncontrolled terms:** Beauty products - Continuous purchase intention - Cross-border - Cross-border beauty product - Customer perceived values - Customers' satisfaction - Purchase intention - Research models - Social values - SOR theory

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.5 Computer Applications - 971 Social Sciences

**Funding Details:** Number: 21ZD151, Acronym: -, Sponsor: -;

**Funding text:** This study is supported by the Major Program of Philosophy and Social Sciences for Higher Education Institutions in Hubei Province (pre-funded program of Provincial Social Science Foundation) (Grant No. 21ZD151)

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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#### 15. Research on the Model Innovation and Governance Strategy of Jiangsu Green Supply Chain Finance Development under the Digital Background

**Accession number:** 20240215330465

**Authors:** Liu, Yao (1); Xu, Fei (1); An, Jiaqi (1); Zhang, Shun (1); Dou, Yaqin (1)

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** With the development of digital technology, the importance of green supply chain finance (GSCF) in achieving the "Dual Carbon Goals" has become increasingly apparent, which has attracted numerous attention from scholars at home and abroad. However, there are currently some shortcomings in the research on promoting the deep integration of digital technology and GSCF, as well as the innovation and application of regional GSCF models. This article takes Jiangsu Province as the research object, and based on the background of digital technology, analyzes the current development status, models, and trends of GSCF in Jiangsu Province. Conduct research on obstacles and governance strategies. The research results indicate that the basic development status of Jiangsu GSCF has been significantly improved in product innovation, green platform construction, ecological environment optimization, and risk prevention and control. Based on the practice of Jiangsu GSCF, innovative financial models are explored for three scenarios: "Jiangsu Carbon Melting", "Environmental Protection Guarantee", and "ESG Credit Loan". However, obstacles still exist in implementing standards and related regulations, information infrastructure construction, ecosystem risk control system, and composite talent support system. Therefore, this study suggests establishing multiple linkage mechanisms, improving standards and regulations, consolidating infrastructure construction, and stimulating development momentum. Strengthen the integration of digital technology, comprehensively prevent risks, improve the talent support system, and enhance carrying capacity. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 12

**Main heading:** Carbon

**Controlled terms:** Ecology - Electronic commerce - Finance - Supply chains

**Uncontrolled terms:** Development status - Digital technologies - Dual carbon goal - Green supply chain - Green supply chain finance - Infrastructure construction - Jiangsu province - Models innovations - Supply chain finances - Support systems

**Classification code:** 454.3 Ecology and Ecosystems - 723.5 Computer Applications - 804 Chemical Products Generally - 911.3 Inventory Control - 912 Industrial Engineering and Management - 913 Production Planning and Control; Manufacturing

**Funding Details:** Number: 2021SJZDA132,202311276043Z,JNGF202301, Acronym: -, Sponsor: -; Number: CKJA202004, Acronym: -, Sponsor: -; Number: JGKB202101, Acronym: -, Sponsor: -;

**Funding text:** This work was financially supported by the Innovation and Entrepreneurship Training Key Programs for College Students in Jiangsu 2023: Research on the model innovation and governance strategy of Jiangsu green supply chain finance development under the digital background (202311276043Z), 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 Special Project of Jiangning District Reform and Development Research Center 2023 : Research on the inner mechanism and operating mechanism of the deep integration of the innovation chain, industry chain, and capital chain in Jiangning district for the co creation of subject value. (JNGF202301), 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

**Data Provider:** Engineering Village

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## 16. Research on the Relationship Between Digital Job Crafting, Algorithm Aversion, and Job Performance in the Digital Transformation

**Accession number:** 20240215330466

**Authors:** Jia, Qiong (1); Wang, Shan (1); Chen, Wenxue (1)

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Digital transformation has been disrupting the management of enterprises with innovative technology, which challenges employees' adaption for the job crafting, algorithms' application. However, how such change affects employees' job performance is still uncovered. To fill this gap, according to resource conservation theory and social exchange theory, this study aims to explore the impact of digital job crafting on job insecurity and algorithm aversion, and introduce organizational support as a moderating variable to understand the path of digital job crafting to affect job performance. This study verified relevant conclusions by analyzing 242 questionnaires, and ultimately provide theoretical and practical guidance for employees to actively adapt to digital transformation and improve job performance. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 25

**Main heading:** Human resource management

**Controlled terms:** Conservation - Electronic commerce - Natural resources management

**Uncontrolled terms:** Algorithm aversion - Digital job crafting - Digital jobs - Digital transformation - Innovative technology - Job performance - Organizational support - Practical guidance - Resource conservation - Social exchange theory

**Classification code:** 723.5 Computer Applications - 912.2 Management - 912.4 Personnel

**Funding Details:** Number: 822145016, Acronym: MOE, Sponsor: Ministry of Education of the People's Republic of China;

Number: B210207008, Acronym: -, Sponsor: Fundamental Research Funds for the Central Universities;

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**Compendex references:** YES

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**Data Provider:** Engineering Village

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## 17. Legislation Trends: Latest Data Regulation Observations in the U.S

**Accession number:** 20240215331130

**Authors:** Chang, Pei-Chuan (1)

**Author affiliation:** (1) University HEC Liège Executive Education, Management School- Liège Université, Belgium

**Corresponding author:** Chang, Pei-Chuan(pc.chang@changnchang.com)

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**Volume:** 23**Part number:** 1 of 1**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023**Issue date:** 2023**Publication year:** 2023**Pages:** 419-427**Language:** English**ISSN:** 16830040**Document type:** Conference article (CA)**Conference name:** 23rd International Conference on Electronic Business, ICEB 2023**Conference date:** October 19, 2023 - October 23, 2023**Conference location:** Chiayi, Taiwan**Conference code:** 195691**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)**Publisher:** International Consortium for Electronic Business**Abstract:** As data protection is widely linked to and recognized as a national security issue, governments of the main economies (United States, European Union and China) have already implemented or are planning to implement various data protection measures. These data protection measures usually impose penalties and/or sanctions on non-complying entities; some would even disqualify the non-complying entities from the eligibility to do business in certain jurisdictions. To counter the changing picture of data protection in terms of risk management, it is vital that business managers be informed of the effective rules as well as the coming legislations of data protection. This research aims at collecting data regulation legislations in the U.S. and examining the trend of data protection policy. The research is dedicated to providing a summary of the related information to serve as an important reference for business managers. © 2023 International Consortium for Electronic Business. All rights reserved.**Number of references:** 40**Main heading:** Risk management**Controlled terms:** Data privacy - Electronic commerce - National security**Uncontrolled terms:** Business managers - Data regulations - European union - IS planning - Protection measures - Protection policy - Risks management - Security issues**Classification code:** 404.1 Military Engineering - 723.5 Computer Applications - 902.3 Legal Aspects**Compendex references:** YES**Database:** Compendex**Data Provider:** Engineering Village

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## 18. Exploring the Interplay Between Online Dating, Cyberpsychology, and the Dynamics of Self-Representation and Deception: A Case Study on Tinder

**Accession number:** 20240215330487**Authors:** Li, Gerrard (1); Kang, Chen-Yuen (1)**Author affiliation:** (1) Department of Information Management, National Chung Cheng University, Taiwan**Corresponding author:** Li, Gerrard(junhoneo703@icloud.com)**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)**Volume:** 23**Part number:** 1 of 1**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023**Issue date:** 2023**Publication year:** 2023**Pages:** 726-730**Language:** English**ISSN:** 16830040**Document type:** Conference article (CA)**Conference name:** 23rd International Conference on Electronic Business, ICEB 2023**Conference date:** October 19, 2023 - October 23, 2023**Conference location:** Chiayi, Taiwan

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This study investigates the intricate dynamics of self-presentation and deception in the realm of online dating, with Tinder as the central focus. Our research question, "How do Tinder users' motivations influence self-representation and deception in online dating?" guides this comprehensive study. To explore this question, qualitative research methods were employed. We conducted a thematic analysis on data collected from diverse online forums and communities related to online dating and Tinder. The thematic analysis allowed us to identify recurring patterns and themes, shedding light on the psychological motivations and implications intertwined with self-presentation and deception. Our preliminary findings reveal six significant facets within the online dating landscape: (1) Motivation, (2) Self-Presentation, (3) Emotional Impact, (4) Superficial Judgment, (5) Deceptive Practices, and (6) Online Dating's Wider Impact. These findings not only resonate with existing literature on online dating behaviors but also unveil previously unexplored nuances in this digital domain. This research contributes to the evolving field of cyberpsychology, offering valuable insights into human behavior in the digital age. Furthermore, it holds practical implications for fostering ethical and authentic practices within the realm of online dating, promising a foundation for future research and transformative applications in this dynamic domain. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 29

**Main heading:** Motivation

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

**Uncontrolled terms:** Authenticity - Case-studies - Cyberpsychology - Deception - Online dating - Qualitative research methods - Research questions - Self presentations - Thematic analysis - User motivation

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723 Computer Software, Data Handling and Applications - 723.5 Computer Applications - 912.4 Personnel - 971 Social Sciences

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 19. Leveraging Technological Innovation and Retail Businesses During Pandemic Times

**Accession number:** 20240215331131

**Authors:** Tabeck, Pooja Sehgal (1); Ahuja, Vandana (1)

**Author affiliation:** (1) Symbiosis Institute of Business Management Noida, Symbiosis International (Deemed) University, India

**Corresponding author:** Tabeck, Pooja Sehgal(pooja.tabeck@sibmnoida.siu.edu.in)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Consumers around the world have radically changed their lifestyles and behaviour's in response to the pandemic. A slowdown in economic growth and the fear of uncertainty affected their buying habits and limited their shopping spree. While consumers restrained themselves behind the doors, due to financial uncertainty, the retail business felt the heat with a question on the survival of industry. In these unprecedented times, technological Innovations came as a boon for retailers to connect with customers and for exploring new facets of the business. Most of them have successfully leveraged technological

innovation in their entrepreneurial journey. The purpose of the present research is to understand the acceptance of technology innovation among retailers during a pandemic. The authors adopted a qualitative case study methodology, data was collected from five retailers operating in different retail formats and product categories. Various technologies adopted by retailers during the pandemic scenario have been explored and discussed. The findings show that retailers faced challenges such as the closing of stores, social distancing, contactless transactions, and communication with customers. Technologies adopted by retailers to overcome these challenges include the adoption of e-platforms, websites, e-wallets, social media, and e-catalogues. The study investigates the technologies adopted by retailers during a pandemic, which emerged as the most promising way to support retail processes. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 42

**Main heading:** Sales

**Controlled terms:** Electronic commerce - Engineering research

**Uncontrolled terms:** Acceptance - Acceptance of technologies - Economic growths - Innovation - Pandemic - Retail business - Retailer - Technological innovation - Technology - Uncertainty

**Classification code:** 723.5 Computer Applications - 901.3 Engineering Research

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 20. Be Human-Like or AI-Like: Investigating the Impact of the Anthropomorphism and Decision Valence on Organizational Justice and Attractiveness in the AI-Recruitment

**Accession number:** 20240215331094

**Authors:** Kwon, Donghwan (1); Kim, Jooyoung (1); Choi, Sunyoung (1); Kim, Yechan (1); Zo, Hangjung (1)

**Author affiliation:** (1) School of Business and Technology Management, College of Business, Korea Advanced Institute of Science and Technology, Daejeon, 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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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The advancement of technology has led to the diffusion of AI, extending beyond individuals to the organizational level. Among all, AI recruitment is increasing organizations' interest in its adoption to enhance operational efficiency, shape an attractive corporate image, and elevate the recruitment experience. However, despite the increasing importance of AI recruitment, most of the previous research is conducted in the context of AI versus Human or AI-human collaboration and there is a lack of research examining how the applicant's perceptions of organizational justice and attractiveness are formed by the AI recruiter's human-likeness and situational context. To address this research gap, this study aims to investigate the impact of AI Anthropomorphism on procedural justice, interactional justice, and organizational attractiveness based on the positive/negative outcome in an AI Recruitment setting. This study conducted a scenario-based between-subject experiment involving a 2(Human-like/Machine-like)X2(Positive/Negative) design. An independent sample T-test and ANOVA were conducted to test the hypotheses. The results revealed that people prefer Human-like AI recruiters to machine-like ones in all measured variables. Considering the recruitment's valence, there were significant differences in perceived interactional justice and organizational attractiveness only in the negative decision-making situations. However, procedural

justice did not differ based on the level of AI anthropomorphism. It showed an outcome bias, which shows that regardless of the AI recruiter's type, applicants tend to perceive higher procedural justice in positive rather than negative situations. This research offers insights for developers of AI Recruitment solutions and organizations considering the adoption of AI Recruitments, helping them explore optimal strategies for utilizing AI Recruitment system effectively. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 65

**Main heading:** Decision making

**Controlled terms:** Behavioral research - Electronic commerce - Image enhancement

**Uncontrolled terms:** AI recruitment - Human like - Human-like AI - Organisational - Organizational attractiveness - Organizational levels - Outcome bias - Positive/negative - Procedural and interactional justice - Procedural justice

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.5 Computer Applications - 912.2 Management - 971 Social Sciences

**Funding Details:** Number: -, Acronym: MSIP, Sponsor: Ministry of Science, ICT and Future Planning; Number: -, Acronym: IITP, Sponsor: Institute for Information and Communications Technology Promotion; Number: IITP-2020-o-01787, Acronym: -, Sponsor: Information Technology Research Centre;

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**Compendex references:** YES

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## 21. Dialogues of Creation: Collaborative Content Generation by the Human Author and ChatGPT and its Impact on the Evolving Intellectual Property Landscape

**Accession number:** 20240215331106

**Authors:** Liu, Ya-Chen (1); Kuo, Chen-Ho (1); Wang, Guo-Hua (2)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The paradigm of content creation and intellectual property (IP) is undergoing an unprecedented shift fueled by AI, with ChatGPT at its forefront. This study presents a distinctive approach—a dialogue between a human author and ChatGPT—to explore their collaborative impact on creative content generation, redefining authorship and reimagining the intellectual property landscape. As AI blurs distinctions between traditional authorship and machine-generated influence, questions emerge about attributing creative ownership, ethical considerations, and the economic valuation of AI's contributions. The human author's collaboration with ChatGPT reveals motivations that extend beyond innovation, encompassing a horizon of narrative experimentation with unique challenges. The subsequent interviews capture the evolving discourse, uncovering that while AI-generated concepts may not inherently spark entirely novel ideas, with careful human guidance, they act as catalysts for enhancing creativity. This dialogue also delves into the complexities of authorship in an AI-infused landscape. It probes the extent to which AI-generated ideas resonate with the author's artistic intent and

the challenges of maintaining authorial voice in a dynamic, collaborative environment. Utilizing qualitative methods, this research seeks to illuminate AI's influence on human authors' creative processes, dissect the intricate interplay between human creativity and AI-generated content, and critically assess the profound implications for established concepts of authorship and the evolving dynamics of the IP economy—an arena witnessing disruption due to the increased prevalence of AI-infused work. The evolving definition of authorship and content ownership catalyzed by AI-generated contributions calls for a fundamental reassessment of the traditional IP models. Lastly, as AI-generated content becomes integral to creative works, it necessitates the emergence of new models for valuing, distributing royalties, and upholding ethical standards. We delve into the complexities of establishing fairness within this emerging model, which encompasses licensing issues related to the training data used by generative AI companies and these companies' stance on copyright ownership of the generated work. To address these challenges and the limitations inherent in current AI systems, we propose the concept of a Knowledge Graph as a valuable tool to serve as human guidance in AI-generated work. We suggest that the design of these knowledge graphs may play a pivotal role in shaping the future of the intellectual property economy. In essence, the research presents an unconventional exploration of the partnership between human authors and AI. Through this dialogue, the study not only unveils how they redefine creativity and authorship but also highlights the transformative impact on the IP economy. The outcomes of this research offer valuable recommendations for creators, industries, and policymakers to navigate this evolving landscape. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 45

**Main heading:** Intellectual property

**Controlled terms:** Electronic commerce - Ethical technology - Knowledge graph

**Uncontrolled terms:** Artificial intergence - ChatGPT - Collaborative content creation - Content creation - Creatives - Economic valuation - Ethical considerations - Human guidance - Intellectual property economy - Knowledge graphs

**Classification code:** 723.4 Artificial Intelligence - 723.5 Computer Applications - 901.1 Engineering Professional Aspects - 902.3 Legal Aspects

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 22. Exploring Bibliometric Perspectives on Data Culture in Scholarly Discourse

**Accession number:** 20240215331112

**Authors:** Olaleye, Sunday A. (1); Adusei, Akwasi G. (2)

**Author affiliation:** (1) Jamk University of Applied Sciences, Jyväskylä, Finland; (2) University of Oulu, Oulu, Finland

**Corresponding author:** Olaleye, Sunday A.(sunday.olaleye@jamk.fi)

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**Abstract:** Data culture refers to an organization's prevailing attitudes, beliefs, behaviors, and practices concerning data and its utilization. It encompasses the organization's data collection, analysis, sharing, and decision-making approach. A robust data culture is achieved over time but requires a concerted effort by leadership and employees. This study overviews data culture, encompassing organizations' and institutions' attitudes, behaviors, and data-related practices. It highlights the study's exploration of data culture's dimensions and significance in driving innovation, informed decision-making, and competitiveness. The study mentions the relevance of theories like Schwartz's cultural values in understanding data culture's perception across diverse cultures. The study employed bibliometric analysis to assess data culture research trends and

identify gaps. It emphasizes the need for interdisciplinary, global, and longitudinal studies to advance understanding in this field. This study is a comprehensive resource for researchers and practitioners interested in data culture, offering insights and future research directions. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 18

**Main heading:** Open Data

**Controlled terms:** Big data - Decision making - Electronic commerce

**Uncontrolled terms:** Bibliometric - Cultural value - Data collection - Data culture - Data decision - Data literacy - Decisions makings - Informed decision - Open datum - Robust datum

**Classification code:** 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 912.2 Management

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**Funding text:** This work was supported by the Foundation for Economic Education (Liikesivistysrahasto), Finland [grant numbers: 16–9388, 18–10407] and Jamk University of Applied Sciences, Business School, Jyväskylä, Finland.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 23. Investigating the Impact of AIGC Features on the Users' Perception of the Persuasiveness of AIGC: A Perspective of Two-dimensional Awe Emotions

**Accession number:** 20240215331129

**Authors:** Liu, Xibo (1); Yang, Bo (1); Cheng, Haofei (1); Sun, Yongqiang (1)

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

**Corresponding author:** Yang, Bo(yangboo@whu.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The development of Artificial Intelligence (AI) continues to profoundly influence the human-intelligence interaction. As AI-Generated Content(AIGC) progressively approaches, and in some instances, even surpasses human-created content, it augments the natural human-intelligence interaction experience, offering users convenient and efficient information services. However, it also raises the issue of the users' perception of the persuasiveness of AIGC. Consequently, there is an imperative to empirically investigate the users' perception of the persuasiveness of AIGC. Drawing upon the Stimulus-Organism-Response (SOR) theory, this paper introduces two novel variables, namely positive and negative awe, to construct a comprehensive model that elucidates the factors influencing the users' perception of the persuasiveness of AIGC. To empirically test this model, we gathers a dataset comprising 298 valid responses through a web-based questionnaire. We employ the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique for rigorous statistical analysis. The findings of this study reveal that AIGC's cognitive and relational competencies exert a significantly positive impact on the elicitation of positive awe among users, while AIGC's cognitive and emotional competencies are associated with a significantly negative effect on the generation of negative awe among users. Furthermore, this study shows that positive awe has a notably favorable influence on the users' perception of the persuasiveness of AIGC, negative awe has a negative effect on the users' perception of the persuasiveness of AIGC. Innovatively, this paper introduces the concept of awe as a pivotal mechanism influencing the users' perceptions of the persuasiveness of AIGC. Through rigorous empirical analysis, this



paper provides advice for technology companies on enhancing the users' perception of the persuasiveness of AIGC. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** Least squares approximations

**Controlled terms:** Behavioral research - Electronic commerce - Information services - Statistical tests

**Uncontrolled terms:** AI-generated content - Human intelligence - Interaction experiences - Negative awe - Perception persuasiveness - Positive awe - Response theory - Stimulus-organism-response theory - Two-dimensional - User perceptions

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.5 Computer Applications - 903.4 Information Services - 921.6 Numerical Methods - 922.2 Mathematical Statistics - 971 Social Sciences

**Funding Details:** Number: 22JJD870002, Acronym: -, Sponsor: -, Number: 71904149,71921002,71974148, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;

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**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 24. Meet the Technological Needs of Industrial Clusters with Privacy Concerns: A Patent Recommendation Method Based on Federated Learning

**Accession number:** 20240215331132

**Authors:** Liu, Zhaobin (1); Deng, Weiwei (2); Chen, Han (2); Ma, Jian (1)

**Author affiliation:** (1) City University of Hong Kong, Hong Kong; (2) South China Normal University, Guangdong, China

**Corresponding author:** Deng, Weiwei(weiweideng@m.scnu.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Although many patent recommendation methods have been proposed to suggest suitable patents, they aim to meet the technological needs of individual companies. Identifying the common technological needs of companies in an industrial cluster is critical. However, companies usually have privacy concerns and hesitate to reveal their technological information. Therefore, we propose a patent recommendation method based on federated learning, which learns a shared recommendation model across companies without direct access to their data and aggregates the preferences of company members in a cluster to identify common technological needs. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 26

**Main heading:** Learning systems

**Controlled terms:** E-learning - Electronic commerce - Engineering education - Patents and inventions

**Uncontrolled terms:** Federated learning - Industrial cluster - Learn+ - Patent recommendation - Privacy concerns - Privacy preservation - Recommendation methods

**Classification code:** 723.5 Computer Applications - 901.2 Education

**Funding Details:** Number: J2124019, Acronym: NSFC, Sponsor: National Natural Science Foundation of China; Number: 2022A1515011363, Acronym: -, Sponsor: Natural Science Foundation of Guangdong Province; Number: 9240067, Acronym: -, Sponsor: Science, Technology and Innovation Commission of Shenzhen Municipality; Number: 2022A1515110677, Acronym: -, Sponsor: Basic and Applied Basic Research Foundation of Guangdong Province;

**Funding text:** This research was supported by grants from the Guangdong Basic and Applied Basic Research Foundation (No. 2022A1515110677), the Natural Science Foundation of Guangdong Province (No. 2022A1515011363), the Shenzhen Commission of Science and Technology (No. 9240067), and the National Natural Science Foundation of China (No. J2124019).

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 25. Fostering Fintech Adoption in Growing Economies: Opportunities, Challenges, and Strategies

**Accession number:** 20240215331117

**Authors:** Li, Eldon Y. (1); Zafar, Usama (1)

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

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Fintech adoption has become increasingly popular in many developing countries due to its potential to increase financial inclusion and promote economic growth. However, fostering fintech adoption in growing economies presents challenges, opportunities, and strategies that differ from those in developed countries. This systematic literature review aims to identify the current state of fintech adoption in growing economies, including the challenges and opportunities of fintech adoption and the strategies used to foster it. A comprehensive search of electronic databases, including Scopus and Web of Science, was conducted for relevant articles published between 2018 and 2023. The screening process identified 12 articles that were critically appraised to ensure the quality of their content. The findings suggest that although fintech adoption in growing economies presents unique challenges, such as lack of infrastructure and limited digital literacy, it also provides various opportunities to increase financial inclusion, promote economic growth, and improve overall financial services. The strategies for fostering fintech adoption in growing economies include developing supportive regulatory frameworks, building digital infrastructure, and improving digital literacy through education and awareness programs. This study contributes to a better understanding of the current development of fintech adoption in growing economies, provides insights for policymakers and practitioners, and highlights the need for further research in this area. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 17

**Main heading:** Developing countries

**Controlled terms:** Electronic commerce - Finance

**Uncontrolled terms:** 'current - Developed countries - Digital literacies - Economic growths - Electronic database - Financial inclusions - Fintech adoption - Growing economy - Regulatory environment - Systematic literature review

**Classification code:** 723.5 Computer Applications

**Funding Details:** Number: 111-2410-H-194-029-MY2,112-2410-H-194-029-MY3, Acronym: MOST, Sponsor: Ministry of Science and Technology, Taiwan;

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**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 26. Retrospective Analysis of Natural Disaster Impact on Firm Growth: A Case in Manufacturing Firms in Bangladesh

**Accession number:** 20240215330467

**Authors:** Rahman, A.B.M. Munibur (1); Chowdhury, Mohammad Abir Shahid (2); Zhan, Zhan (1); Paul, Arnab (1)

**Author affiliation:** (1) Business School, Wuchang University of Technology, Wuhan, China; (2) School of Economics and Management, China University of Geosciences, Wuhan, China

**Corresponding author:** Rahman, A.B.M. Munibur(abmmrahman@wut.edu.cn)

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**Publisher:** International Consortium for Electronic Business

**Abstract:** Natural disaster has vulnerable effects on manufacturing firm's growth as well as on economic development, due to climate change in these geographical areas. The limited empirical evidence in this knowledge base points out inappropriate strategic policy decisions for manufacturing firms' growth in developing countries as root cause. Taking manufacturing firms in Bangladesh as an example, this paper upholds the impact of natural disasters on firm growth in both short and long run. The estimates use the World Bank Enterprise Survey (WBES) Data as a sample to analyze firm growth between 2007 and 2014 in Bangladesh matched with Emergency Event Database (EM-DAT) disaster database for 2472 valid samples of manufacturing firms using the OLS regression model. The study finds the positive association of natural disasters with long term growth measured via assets and labor growth. Whereas the study found that the natural disasters negatively short run firm growth measured via sales growth. We may also conclude that natural disasters significantly impact on firm growth and policymakers can initiate the strategies for manufacturing firms to mitigate the risk of climate change. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 35

**Main heading:** Developing countries

**Controlled terms:** Climate change - Disasters - Electronic commerce - Knowledge based systems - Regression analysis - Sales

**Uncontrolled terms:** Bangladesh - Base points - Economic development - Firm growth - Geographical area - Manufacturing companies - Manufacturing firms - Natural disasters - Retrospective analysis - Short runs

**Classification code:** 443.1 Atmospheric Properties - 723.4.1 Expert Systems - 723.5 Computer Applications - 922.2 Mathematical Statistics

**Numerical data indexing:** Size 5.09778E+01m to 5.11556E+01m

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 27. Cold Chain Logistics Risk Analysis Based on AHP-FCE Method

**Accession number:** 20240215331096

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

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

**Corresponding author:** Nie, Zhongming(30758119@wtc.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This paper utilizes the Supply Chain Operational Reference method to identify and analyze risk indicators in cold chain logistics. It establishes a model based on the Analytic Hierarchy Process (AHP) and Fuzzy Comprehensive Evaluation (FCE) method. The model is validated using a fresh food supermarket in Wuhan, China as a sample. The results indicate that procurement and supply risk ranks highest among the various risks in the cold chain of the supermarket, followed by information technology risk, planning process risk, return process risk, production process risk, and distribution process risk. In response to each risk factor, corresponding countermeasures and suggestions are proposed. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 15

**Main heading:** Analytic hierarchy process

**Controlled terms:** Electronic commerce - Hierarchical systems - Retail stores - Risk analysis - Risk assessment - Supply chains

**Uncontrolled terms:** Analytic hierarchy process-fuzzy comprehensive evaluation method - Cold chain logistics - Fresh food - Fresh food supermarket - Fuzzy comprehensive evaluation method - Model-based OPC - Process risks - Reference method - Risk factors - Risk indicators

**Classification code:** 723.5 Computer Applications - 911.3 Inventory Control - 912 Industrial Engineering and Management - 913 Production Planning and Control; Manufacturing - 914.1 Accidents and Accident Prevention - 922 Statistical Methods - 961 Systems Science

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 28. Gen Z Consumers' Purchase Intention Towards Organic Cosmetic Brands Advertised on Social Media

**Accession number:** 20240215331120

**Authors:** Nagvanshi, Sarita (1); Gupta, Neha (1); Kumar, Vinod (2)

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**Corresponding author:** Nagvanshi, Sarita(sarita.nagvanshi247@gmail.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Social media is one of the most reasonable and accessible sources of advertising which caters to a wide variety of audience and gives better results. The aim of this study is to evaluate the impact of social media advertising on Gen Z social media users' intention to purchase organic cosmetic products with the mediating role of brand awareness, brand image and brand loyalty. A sample of 310 units were collected from people born from 1997-2011. The proposed research model was tested using structural equation modeling on Smart PLS 4.0. The results of the study found that social media advertising had a significant positive impact on purchase intention and the mediating variables were partially mediating between social media advertising and purchase intention. The study will be helpful to organic cosmetic brands and marketing professionals who have an intention to use social media advertising as a marketing tool. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 71

**Main heading:** Sales

**Controlled terms:** Consumer behavior - Cosmetics - Economic and social effects - Electronic commerce - Purchasing - Social networking (online)

**Uncontrolled terms:** Advertizing - Brand equity - Consumer purchase - Digital marketing - Organics - Purchase intention - Social media - Social media marketings - Social medium advertizing

**Classification code:** 723 Computer Software, Data Handling and Applications - 723.5 Computer Applications - 804 Chemical Products Generally - 931.3 Atomic and Molecular Physics - 971 Social Sciences

**Funding text:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 29. Can CAPM (Capital Asset Pricing Model) accurately value assets?

**Accession number:** 20240215331095

**Authors:** Brusov, Peter (1); Filatova, Tatiana (2); Kulik, Veniamin (3); Chang, She-I (4); Lin, George (4); Chang, Li-Min (4)

**Author affiliation:** (1) Department of Mathematics, Financial University under the Government of Russian Federation, Moscow, Russia; (2) Department of financial and investment management, Financial University under the Government of Russian Federation, Moscow, Russia; (3) Faculty of Information Technology and big data analysis, Financial University under the Government of Russian Federation, Moscow, Russia; (4) College of Management, National Chung Cheng University, Taiwan

**Corresponding author:** Brusov, Peter(pnb1983@yahoo.com)

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**Abstract:** A comprehensive analysis of CAPM (Capital Asset Pricing Model) was carried out. Our analysis within CAPM for several dozen listed companies from different countries, as well as numerous results of other authors, showed that the CAPM results differ significantly from the real returns of companies. The reasons for this discrepancy are discussed, which are related to the internal properties and shortcomings of the model, as well as its possible modifications that can bring the model closer to real life. Among the latter, accounting for financial risk in CAPM along with business risk, various amendments such as the Fama-French corrections, Arbitrage Pricing Theory (APT) and the incorporation of CAPM into modern capital structure theories. Accounting for financial risk in CAPM along with business risk was made by Brusov, Filatova and Kulik recently analytically (CAPM 2.0 model), in contrast to the phenomenological model of Hamada, and a large difference in these results was emphasized. In addition to the renormalization of the beta-coefficient, obtained in the Hamada model, two additional terms are found: the renormalized risk-free return and the term dependent on the cost of debt  $k_d$ . Disadvantages of Hamada's model are discussed. Two versions of CAPM (market and industry) are considered and it is shown that the latter is closer to real life. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 24

**Main heading:** Costs

**Controlled terms:** Electronic commerce - Financial markets

**Uncontrolled terms:** Brusov-filatova-orekhova theory - Business risks - Capital asset pricing model - Capital structure - Comprehensive analysis - Fama-french model - Financial risks - Modeling results - Modigliani-miller theory - Risk and profitability

**Classification code:** 723.5 Computer Applications - 911 Cost and Value Engineering; Industrial Economics

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 30. Reinventing the Case-method Teaching Approach Using a New Technological Tool

**Accession number:** 20240215331136

**Authors:** Shaikh, Aijaz A. (1); Shaikh, Shabnam A. (1); Karjaluo, Heikki (1)

**Author affiliation:** (1) University of Jyväskylä, Finland

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** We developed and implemented a visually based pedagogical approach called Visio case-method teaching (V-CMT). Data were collected from thirty business and management students using written statements, interviews, and in-class notes and observations. The data were analyzed using the inductive thematic analysis approach. Major findings suggest that V-CMT supports online learning, increases university student volume & value of learning, increases student engagement with the course content, and enhances information retention. Most of the participants suggested replicating this method in other



courses. Major challenges in the implementation of V-CMT relate to a lack of time management, non-provision of a robust preamble, and limited knowledge of using MS Visio tools. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 46

**Main heading:** Students

**Controlled terms:** Curricula - E-learning - Electronic commerce

**Uncontrolled terms:** Business and management - Case method teaching - ICEB - Information retention - MS visio tool - New pedagogy - Pedagogical approach - Student engagement - Teaching approaches - Technological tools

**Classification code:** 723.5 Computer Applications - 901.2 Education

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 31. Interactive Interface Design of Aging Smart Home Products Based on Perception Ability Evaluation

**Accession number:** 20240215331124

**Authors:** Yan, Shengzan (1, 2); Li, Yi-Nan (2); Chen, Yiru (1)

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Facing the population aging and product intelligence, comprehensively, systematically and accurately grasp the perception ability of the elderly, build a rule system for the design of smart home products suitable for the elderly, establish a practical basis for the design of smart home products for the elderly, and improve the quality of life of the elderly at home. The perception ability of the elderly is classified and summarized, and a questionnaire on the use status of smart home products for the elderly is compiled to investigate 30 elderly people aged 65-80. The survey data were analyzed by statistical methods to form user images and user use maps, as well as an evaluation system for the perception ability of the elderly. Visual ability, auditory ability, tactile ability, cognitive ability and psychological state are the main factors affecting the satisfaction evaluation of the interactive interface of smart home products for the elderly. According to the evaluation index system of perception ability, combined with the design practice cases, three interactive interface design methods of smart home products for the elderly, such as multi-sensory cognitive design, rough operation interaction design and emotional care design, are explored and summarized. The analysis of the design case verifies the effectiveness of the design method, and also shows the importance of user participation in the design process, as well as the role of simplicity, multi-sensory, rough operation and wizard in improving the satisfaction of elderly in using smart home products. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 26

**Main heading:** Product design

**Controlled terms:** Automation - Behavioral research - Electronic commerce - Interface states - Petroleum reservoir evaluation - Sensory analysis - Sensory perception

**Uncontrolled terms:** Ability evaluation - Design method - Evaluation system - Home products - Interactive interfaces - Interface designs - Multi-Sensory - Rough operations - Smart home product - Smart homes

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 512.1.2 Petroleum Deposits : Development Operations - 723.5 Computer Applications - 731 Automatic Control Principles and Applications - 913.1 Production Engineering - 931 Classical Physics; Quantum Theory; Relativity - 932 High Energy Physics; Nuclear Physics; Plasma Physics - 971 Social Sciences

**Funding Details:** Number: 22YJC760024, Acronym: -, Sponsor: -; Number: CKJB202211, Acronym: -, Sponsor: -; Number: 20221127646Z, Acronym: -, Sponsor: -; Number: 2023SJD108, Acronym: -, Sponsor: Major Project of Philosophy and Social Science Research in Colleges and Universities of Jiangsu Province;

**Funding text:** This work was sponsored by the Major project of Philosophy and Social Science research in colleges and universities of Jiangsu Province (2023SJD108), Nanjing Institute of Technology university-level scientific research innovation fund project (CKJB202211), Provincial innovation training program for College Students (20221127646Z), Ministry of Education Human Society project of China (22YJC760024), and sponsored by 2023 Qing Lan Project.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 32. Game Theory Application for European Photonics Companies Collaborating with Asian EDA Firms to Develop EDA Tools

**Accession number:** 20240215331119

**Authors:** Chen, Terence S.-Y. (1)

**Author affiliation:** (1) University HEC Liège Executive Education, Management School- Liège Université, Belgium

**Corresponding author:** Chen, Terence S.-Y.(terence2045@gmail.com)

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**Language:** English

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This paper proposes a game theory approach to analyze the potential for collaboration between European photonics companies and Asian Electronic Design Automation (EDA) firms in developing EDA tools. The study aims to provide insights into the dynamics of cooperation and competition between these two regions, which can help companies operating in the global photonics industry. The research will examine the challenges faced by small European companies in the photonics industry's supply chain in Asia and how collaboration with Asian EDA companies can improve Europe's mastery of EDA technology and boost its photonics industry. The paper will also explore how partnerships with Asian EDA companies can improve Europe's supply chain security and global competitiveness in photonics. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 17

**Main heading:** Supply chains

**Controlled terms:** Competition - Computer aided design - Electronic commerce - Game theory - Photonics

**Uncontrolled terms:** Cooperation and competitions - Electronic design automation company - Electronic design automation technology - Electronic design automation tools - Electronics design automation - European companies - Game theory applications - Global competitiveness - Photonics industry - Supply chain security

**Classification code:** 723.5 Computer Applications - 741.1 Light/Optics - 741.3 Optical Devices and Systems - 911.2 Industrial Economics - 911.3 Inventory Control - 912 Industrial Engineering and Management - 913 Production Planning and Control; Manufacturing - 922.1 Probability Theory

**Funding text:** Developed latest photonics manufacturing techniques and received funding from European and Asian customers outsourcing new product manufacturing

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 33. The Design of Agricultural UAV System Based on Kano-AHP-QFD

**Accession number:** 20240215330475

**Authors:** Yan, Shengzan (1, 2); Wang, Jun (1); Liang, Guodong (1)

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The user requisites for the agricultural UAV system are meticulously examined and dissected. These requirements are then translated into distinct design elements and benchmarks for quality. This process paves the way for an innovative formulation of these products. Leveraging the Kano model, the specific user requisites for the agricultural UAV system are delineated across diverse application scenarios, thus laying the foundation for an overarching demand framework. Through the utilization of the Analytic Hierarchy Process (AHP), the demand framework is subjected to comprehensive analysis, culminating in the establishment of a hierarchical structure that imparts varying weights to each demand facet. Drawing from the principles of the Quality Function Deployment (QFD) theory, a robust correlation between user requirements and quality attributes is constructed, giving rise to the framework known as the QFD house of quality. The conceptual blueprint of the agricultural UAV system is sculpted through an inventive and divergent approach. By rigorously adhering to high levels of precision and objectivity, the user demand framework and QFD house of quality are meticulously crafted. This lays the groundwork for the creation of a pragmatic and inventive design proposal. The seamless integration of the Kano, AHP, and QFD methodologies engenders a more scientifically rigorous exploration of user needs, thereby pinpointing areas requiring refinement. The agricultural UAV system, conceived through this comprehensive approach, serves as a wellspring of novel concepts for intelligent agricultural machinery products and systemic innovation, thereby lending valuable support to agricultural advancement. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 17

**Main heading:** Analytic hierarchy process

**Controlled terms:** Agricultural machinery - Agriculture - Benchmarking - Design - Electronic commerce - Hierarchical systems - Quality function deployment - Unmanned aerial vehicles (UAV)

**Uncontrolled terms:** Agriculture UAV system - Design elements - Diverse applications - House of Quality - Innovative design - Intelligent agriculture - Kano - Kano model - Process quality - UAV systems

**Classification code:** 652.1 Aircraft, General - 723.5 Computer Applications - 821 Agricultural Equipment and Methods; Vegetation and Pest Control - 821.1 Agricultural Machinery and Equipment - 913.3 Quality Assurance and Control - 961 Systems Science

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**Funding text:** This work was sponsored by the Nanjing Institute of Technology university-level scientific research innovation fund project (CKJB202211), Major project of Philosophy and Social Science research in colleges and universities of Jiangsu Province (2023SJJZD108), Provincial innovation training program for College Students (20221127646Z), Ministry of Education Human Society project of China (22YJC760024), and sponsored by 2023 Qing Lan Project.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 34. Evaluating the Key Factors Affecting Hedonic Motivations of Online Video Game Players

**Accession number:** 20240215331111

**Authors:** Das, Doarka (1); Shaikh, Aijaz A. (1)

**Author affiliation:** (1) University of Jyväskylä, Finland

**Corresponding author:** Das, Doarka(doarka.d.das@student.jyu.fi)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Online gaming has established itself as the dominant force in entertainment and social engagement, attracting millions of online gamers worldwide. This study aimed to evaluate the key factors that determine online gamers' behavioral intention to play online video games. We also aimed to study the factors that stimulate online gamers' intentions to play online games and try to establish new possibilities to gain insight into the novel behaviors of adolescents and find out the novel themes. An inductive research approach with a focus group discussion technique was used to collect data from twenty-nine experienced online gamers between April and May 2023. The NVivo 13 application was used to analyze data. The present empirical study identified several themes: competition, socializing, teamwork, sexual harassment, social spaces, cyberbullying, and mental health. The primary conclusion from the research study highlights the significance of hedonic motivations, more specifically the continuous behavior to play online games is explained by the identified themes. This study reveals that the irresistible appeal of immersive virtual realms, exhilarating challenges, and the chance to connect with fellow gamers exert a profound influence on online gamers' engagements. It is worth highlighting that the significance of social interaction has undergone a remarkable expansion, with online gaming platforms now serving as virtual social heavens where players forge deep and meaningful relationships. The research study has significant managerial implications and offers a rich future research agenda. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 38

**Main heading:** Motivation

**Controlled terms:** Electronic commerce - Human computer interaction - Interactive computer graphics - Online systems - Social networking (online)

**Uncontrolled terms:** Continuous intention to play - Hedonic motivations - Key factors - On-line games - On-line gaming - Online video - Online video gaming - Research studies - Video gaming - Video-games

**Classification code:** 722.4 Digital Computers and Systems - 723 Computer Software, Data Handling and Applications - 723.5 Computer Applications - 912.4 Personnel

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 35. Robot Umpire vs. Human Umpire: The Spectators' Perception of Algorithm Errors in Baseball Games

**Accession number:** 20240215330490

**Authors:** Choi, Sunyoung (1); Kim, Jooyoung (1); Kwon, Donghwan (1); Yun, Gimok (1); Zo, Hangjung (1)

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Advancements in technology have allowed for robot umpires in baseball, replacing human umpires to minimize errors in judgment: strike/ ball decision. Yet, when watching games with robot umpires in pilot operations, there are some instances where the robot umpire also commits erroneous calls. Hence, this study would conduct a scenario-based online experiment to investigate how spectators perceive robot umpires in baseball games depending on the subject of error (robot umpire vs. human umpire). The experimental results would indicate that people demonstrate a lower degree of trust, attitude, and call credibility on robot umpires. Furthermore, the effects of robot umpires would be moderated by the familiarity of the robot umpire and by the phase of error (early vs. late in the game). These findings would contribute to the understanding of the spectator's perception of new technologies replacing humans and have practical implications for sports industry practitioners. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 35

**Main heading:** Errors

**Controlled terms:** Baseball - Electronic commerce - Robots

**Uncontrolled terms:** Algorithm error - Baseball Games - Familiarity - Low degree - On-line experiments - Pilot operations - Position effect - Robot umpire - Scenario-based - Serial position effect

**Classification code:** 723.5 Computer Applications - 731.5 Robotics

**Funding Details:** Number: -, Acronym: MSIP, Sponsor: Ministry of Science, ICT and Future Planning; Number: -, Acronym: IITP, Sponsor: Institute for Information and Communications Technology Promotion; Number: IITP-2020-o-01787, Acronym: -, Sponsor: Information Technology Research Centre;

**Funding text:** This research was supported by the MSIT (Ministry of Science and ICT), Republic of Korea, under the ITRC (Information Technology Research Center), Republic of Korea, support program (IITP-2020-o-01787) supervised by the IITP (Institute of Information & Communications Technology Planning & Evaluation), Republic of Korea.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 36. Comprehensive Risk Management Matrix in Agile EDA Project Management for Semiconductor Industry- A Case Study

**Accession number:** 20240215331097

**Authors:** Chen, Terence S.-Y. (1)

**Author affiliation:** (1) University HEC Liège Executive Education, Management School- Liège Université, Executive Doctorate in Business Administration (EDBA), Student, Belgium

**Corresponding author:** Chen, Terence S.-Y.(terence2045@gmail.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This paper aims to present a comprehensive risk management matrix as a crucial element in agile project management practices for electronic design automation (EDA) software in the semiconductor industry. Specifically, this study focuses on the development and implementation of the matrix to manage risks in the context of an Optical Phase Array (OPA) design project for LiDAR in medical services. The case study illustrates how a meticulously crafted risk management matrix can support risk management within agile approaches and lead to more efficient and effective project outcomes. The matrix is incorporated into various risk management techniques, including risk identification, assessment, mitigation, and monitoring, to enhance the management of project risks. The research findings contribute to the growing body of literature on the application of comprehensive risk management strategies in agile project management and provide valuable insights for practitioners seeking to leverage these techniques for improved risk management in EDA software projects in the semiconductor industry. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 8

**Main heading:** Risk management

**Controlled terms:** Application programs - Electronic design automation - Optical radar - Project management - Risk assessment - Semiconductor device manufacture

**Uncontrolled terms:** Agile project management - Automation project - Case-studies - Comprehensive risks - Electronic design automation softwares - Electronics design automation - LiDAR - matrix - Risks management - Semiconductor industry

**Classification code:** 714.2 Semiconductor Devices and Integrated Circuits - 716.2 Radar Systems and Equipment - 723 Computer Software, Data Handling and Applications - 723.5 Computer Applications - 741.3 Optical Devices and Systems - 912.2 Management - 914.1 Accidents and Accident Prevention

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 37. Configuration Analysis of Factors Influencing the Sales Performance of Live Streaming E-commerce based on the fsQCA Method

**Accession number:** 20240215331099

**Authors:** Chen, J.H. (1); Duan, L.Z. (1); Feng, Y.Y. (1); Yang, C.C. (2)

**Author affiliation:** (1) Shenzhen University, Shenzhen, China; (2) Dongguan University of Technology, Dongguan, China

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The commercial value of live-streaming e-commerce is enormous. It is no longer sufficient to focus on individual elements that create value. It is urgent to explore more meaningful combinations of factors to improve sales performance. Based on previous research on live streaming e-commerce and the fuzzy set qualitative comparative analysis method (fsQCA), this article analyzes the configuration of factors that cause high and low sales of goods through data collected online and summarizes several propositions. This study enriches the relevant theory of live-streaming e-commerce and aims to guide brand enterprises in improving the effectiveness of live-streaming e-commerce and consumers' experience by adjusting product selection and live-streaming strategies. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 28

**Main heading:** Electronic commerce

**Controlled terms:** Factor analysis - Fuzzy sets - Sales

**Uncontrolled terms:** Analysis method - Configuration analysis - E consumers - E-commerces - Fuzzy Set Qualitative Comparative Analysis - Live streaming - Live streaming e-commerce - Mixed method - Oriental selection - Sales performance

**Classification code:** 723.5 Computer Applications - 922.2 Mathematical Statistics

**Funding Details:** Number: 2021SFKCo74, Acronym: -, Sponsor: -; Number: GD21CGL30, GD23XGL004, Acronym: -, Sponsor: -; Number: 2023A1515012262, Acronym: -, Sponsor: Basic and Applied Basic Research Foundation of Guangdong Province;

**Funding text:** This research was supported by the Philosophy and Social Sciences Planning Project of Guangdong Province (No. GD21CGL30, GD23XGL004), the Guangdong Basic and Applied Basic Research Foundation (No. 2023A1515012262), the Guangdong Graduate Education Innovation Program (No. 2021SFKCo74), and the Co-construction project of the Philosophy and Social Sciences Planning Project of Guangdong Province.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 38. The Formation Mechanism of Customer Citizenship Behaviors in Open Innovation Community Based on SOR Model

**Accession number:** 20240215330477

**Authors:** Zhang, Hua (1); Liu, Shuangji (2)

**Author affiliation:** (1) Changzhou University, Changzhou, China; (2) Henan Finance University, Zhengzhou, China

**Corresponding author:** Liu, Shuangji(liushuangji@hafu.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Consumer citizenship behaviors such as recommendation, help, and feedback play an important role in the operation and development of open innovation communities. Clarifying the formation mechanism of consumer citizenship behaviors will not only help firms to accurately develop technological innovation strategies but also encourage value co-creation between the firm and consumers. We employ the SOR model and a questionnaire survey of 318 consumers to empirically examine the relationship between the information quality, system function, social capital, and consumer citizenship behaviors of the open innovation community under different environmental stimuli. Structural equation models are used to empirically test the direct and indirect effects on consumer citizenship behaviors. The results show that environmental factors in open innovation communities influence customer behavior from two dimensions: explicit stimulus and implicit stimulus. We also find that the explicit stimulus of open innovation community is helpful to improve customers' self-identity and then stimulates the emergence of their citizenship behaviors. The implicit stimulus of the open innovation community promotes the formation of customers' subjective norms and further improves the generation of citizenship behaviors. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 20

**Main heading:** Electronic commerce

**Controlled terms:** Consumer behavior - Sales

**Uncontrolled terms:** Community-based - Customer citizenship behaviors - Formation mechanism - Innovation communities - Innovation strategy - Open innovation - Open innovation community - SOR model - Technological innovation - Value co creations

**Classification code:** 723.5 Computer Applications - 931.3 Atomic and Molecular Physics

**Funding Details:** Number: 2022XWH236, Acronym: -, Sponsor: -; Number: 2024-ZDJH-855, Acronym: -, Sponsor: -; Number: GD20CGL05, Acronym: GDPPLGOPSS, Sponsor: Guangdong Office of Philosophy and Social Science; Number: 21BGL068, Acronym: NPOPSS, Sponsor: National Office for Philosophy and Social Sciences;

**Funding text:** This research was funded by the National Social Science Fund of China, grant number 21BGL068; the Guangdong Planning Office of Philosophy and Social Science, grant number GD20CGL05; Cultural Research Special Project of Henan Xing Cultural Engineering, grant number 2022XWH236; General Project of Humanities and Social Sciences Research in Colleges and Universities in Henan Province, grant number 2024-ZDJH-855.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 39. Research on Conceptual Design of Intelligent Products for Aquatic Plant Management in Urban River Channels

**Accession number:** 20240215331137

**Authors:** Hou, Yajing (1); Yan, Shengzhan (1); Wang, Jie (1)

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

**Corresponding author:** Hou, Yajing(455833106@qq.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Global warming and water eutrophication provide favorable living conditions for the rapid propagation of aquatic plants. The flooding of aquatic plants will lead to the obstruction of water navigation and the destruction of water ecological balance. According to relevant literature and market research, mechanical treatment is a more efficient way to solve the problem of aquatic plant flooding than manual removal. In order to solve the problems of aquatic plant inundation in small and medium-sized water areas such as inland rivers, the concept design of aquatic plant control product in the water air amphibious river course is carried out in this project combining with the technical advantages of artificial intelligence. Based on the previous literature research and product market research, the product characteristics are established and the functional structure design is carried out. Then, the design method of Industrial design bionics and product semantics is used to carry out the specific design of the product appearance and color matching scheme. Finally, a conceptual multifunctional water air amphibious aquatic plant control product with innovative concept, beautiful shape and integration of survey, cutting, storage and transportation is designed. The product can not only improve the efficiency and economic benefit of river aquatic plant treatment, but also improve the water environment of rivers and lakes. The research results indicate the direction for the product design and development of river aquatic plant treatment industry. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 12

**Main heading:** Plant management

**Controlled terms:** Commerce - Conceptual design - Curricula - Eutrophication - Floods - Global warming - Product design - River pollution - Rivers

**Uncontrolled terms:** Aquatic plant management - Aquatic plants - Floodings - Intelligent - Literature researches - Market researches - Multi-functional design - Plant control - Styling design - Water air amphibious

**Classification code:** 443.1 Atmospheric Properties - 453 Water Pollution - 901.2 Education - 912.2 Management - 913.1 Production Engineering

**Funding Details:** Number: CKJB202211, Acronym: -, Sponsor: -; Number: 2023SJZD108, Acronym: -, Sponsor: Major Project of Philosophy and Social Science Research in Colleges and Universities of Jiangsu Province;

**Funding text:** This work was sponsored by the Major project of Philosophy and Social Science research in colleges and universities of Jiangsu Province (2023SJZD108), Nanjing Institute of Technology university-level scientific research innovation fund project (CKJB202211).

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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#### 40. Revealing Stablecoin Successes: Lessons from a Case Study on USDT

**Accession number:** 20240215330489

**Authors:** Hsu, Wen Shuo (1); Au, Cheuk Hang (1)

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

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

**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: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Stablecoins, a type of cryptocurrency tethered to real-world currencies, have garnered attention in the cryptocurrency sphere. Despite being designed for price stability, as seen in the 2022 UST case, this is not always guaranteed. To prevent such incidents, understanding the vital factors behind stablecoin's success is crucial. This article examines the case of USDT, a prominent stablecoin. Preliminary findings indicate several internal factors (Early-mover advantages, Price maintenance reserve, Recognition-seeking, Resilience gained through challenges and Choice of multiple blockchains) and external factors (Emergence of the cryptocurrency ecosystem, Regulatory constraints) that drive the success of stablecoin. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 32

**Main heading:** Electronic money

**Uncontrolled terms:** Block-chain - Case-studies - External factors - Internal factors - Price stability - Real-world - Stablecoin - Tether - USDT

**Classification code:** 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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#### 41. Mitigating Effects of the Early Warning Time on Individual Work Technostress

**Accession number:** 20240215331133

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

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

**Corresponding author:** Chen, Xi(xiico403@gmail.com)

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Despite the popularity of remote work in the Covid-19 pandemic, little research attention has been paid to examining how individuals can mitigate technostress in the remote work, especially work from home. To fill this gap, the authors first reviewed the extant literature and found some difficulties of adopting the mitigating approach suggested by those studies. Then, the authors suggest a new model and a workable plan to moderate remote work exhaustion when the proposed approach is used for reducing progressive distancing technostress. To be more specific, the authors posited that early warning time could moderate the relationship between technostress and remote work exhaustion. The authors suggested presetting it in the computer system using a tool called "Windows Task Scheduler" to activate this early warning mechanism. The novel concept should make contributions to the mitigation of technostress. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 57

**Main heading:** Electronic commerce

**Uncontrolled terms:** Early warning - Early-warning mechanisms - Mitigating effects - Novel concept - Technostress - Warning time - Work exhaustion

**Classification code:** 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 42. From Adoption to Adaptation: Bridging Digital Transformation and AI Integration in Contemporary SMEs

**Accession number:** 20240215331118

**Authors:** Hu, Hsiang An (1); Tseng, Hsiao-Ting (1); Mou, Jian (2); Kim, Jongki (2)

**Author affiliation:** (1) National Central University, Taoyuan, Taiwan; (2) Pusan National University, Busan, Korea, Republic of

**Corresponding authors:** Tseng, Hsiao-Ting(httseng@mgt.ncu.edu.tw); Mou, Jian(jian.mou@pusan.ac.kr)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** In today's rapidly evolving business landscape with prevalent uncertainties, firms seek innovative strategies to remain competitive and sustainable. The ascent of digital transformation and artificial intelligence (AI) presents both opportunities and challenges, emphasizing swift adoption and adaptation. SMEs risk further losses by solely focusing on the advantages of new technologies without addressing organizational adaptability and culture. This strategy cannot simply be mirrored from larger enterprises. This study offers a two-phase exploration of the interplay between digital transformation and AI integration. The first phase, informed by literature and qualitative research, crafts a digital transformation strategy. The subsequent phase, through mixed-method case studies, assesses enterprise readiness for AI, resulting in a strategic model validated by industry practices, benefiting enterprise management and AI integration. This study highlights the critical linkage between digital transformation foundations and AI adoption readiness in SMEs, providing strategic insights based on a two-stage research approach. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 49

**Main heading:** Artificial intelligence

**Controlled terms:** Electronic commerce - Integration

**Uncontrolled terms:** Adaptation - Adoption - Digital transformation - Innovative strategies - Intelligence integration - Large enterprise - Organizational adaptabilities - Organizational cultures - Readiness - Uncertainty

**Classification code:** 723.4 Artificial Intelligence - 723.5 Computer Applications - 921.2 Calculus

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 43. Unlocking Opportunities Amidst Obstacles: Navigating Digital Transformation Challenges in China's Manufacturing Towns for Small and Medium-Sized Enterprises

**Accession number:** 20240215330493

**Authors:** Jiang, Nan (1); Zhu, Ruilin (1)

**Author affiliation:** (1) Lancaster University Management School, Lancashire, United Kingdom

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This research-in-progress paper aims to delve into the challenges confronted by small and medium-sized enterprises (SMEs) operating within a small equipment manufacturing town in China during their digital transformation journey. While a considerable body of literature exists on digital transformation and SMEs, there is a notable absence of insights at the manufacturing town level, which is a significant and yet understudied phenomenon. Our study is situated in a well-known manufacturing town within a city, employing an in-depth qualitative approach. By scrutinizing the underlying causes of challenges that have led to delayed or aborted digital transformations, this research seeks to offer a more profound understanding of digital transformation within the manufacturing industry, with a specific focus on SMEs. Additionally, our findings are expected to provide valuable policy insights and references for the manufacturing town's ongoing digital transformation efforts. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 42

**Main heading:** Industrial research

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** China - Digital transformation - Equipment manufacturing - Manufacturing industries - Manufacturing town - Qualitative approach - Qualitative research - Small and medium-sized enterprise - Small equipment - Underlying cause

**Classification code:** 723.5 Computer Applications - 901.3 Engineering Research - 912.1 Industrial Engineering

**Funding Details:** Number: -, Acronym: MIM, Sponsor: Mount Isa Mines;

**Funding text:** We would like to express our sincere appreciation to the companies that contributed to this project, including Qingyang Xingxiang Machinery Factory, Anhui Fangxing Industrial CO., LTD., Anhui Zhonghui Parts manufacturing Co., LTD, Chizhou CIIC Valve Technology CO.,LTD, CIIC Valve CO., LTD, Houding Packaging Co., Ltd, Anhui Green Rubber Plastic Products Co.,Ltd, Qing Yang Lewang Accessories Manufacturing CO., LTD, and Chizhou Sun Rising Valve & Pipe Fitting CO., LTD. Additionally, this work was partially supported by the Lancaster University Management School MSc in Management (MiM) Programme MiM Research Scholarship.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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#### 44. COVID 19 and Information Technology: A Systematic Review

**Accession number:** 20240215331100

**Authors:** Alharbi, Hadeel (1); Hamilton, John R. (2); Maxwell, Stephen J. (2)

**Author affiliation:** (1) Computer Science and Software Engineering College, Hail University, Saudi Arabia; (2) James Cook University, Cairns, Australia

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The COVID pandemic has driven innovations that have made information technology all-pervasive in the lives of most individuals. This systematic review seeks to determine the key themes that reflect these advances. The demographics of the publications reviewed were also examined. A total of 84 peer-reviewed and conference proceedings publications were selected from the years 2020-2022. NVivo 12 Plus was used to construct word relationship trees and a word frequency cloud. It was found that there are four main themes: information management; public health management; technological advances; and services. The word cloud revealed that data, health, learning, and social were the most frequently associated words with information technology and COVID. Most affiliations were based in the United States, with 79 authors, followed by China with 27 and India with 21 authors. The average number of authors on a publication was 3.59. Future research into the ethical impacts of online monitoring and real-world surveillance is needed. As data management systems are increasingly being used by corporations and governments to combat and restrict the spread of misinformation, who decides the truth needs to be clearly transparent? © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 95

**Main heading:** Information management

**Controlled terms:** Economic and social effects - Electronic commerce - Ethical technology - Public health

**Uncontrolled terms:** Health management - Nvivo - Privacy - Public health management - Relationship trees - Service - Systematic Review - Technological advances - Word clouds - Word frequencies

**Classification code:** 461.6 Medicine and Pharmacology - 723.5 Computer Applications - 901.1 Engineering Professional Aspects - 971 Social Sciences

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 45. Semantics as Persuasive Cues in Donation-Based Crowdfunding Campaigns: The Moderating Role of Donation Category

**Accession number:** 20240215330468

**Authors:** Hsu, Ting-Yu (1); Tsai, Yin-Chi (1); Hung, Yu-Chen (2); Liu, Wenting (2); Ren, Jing (2); Ding, Ding (2); Horng, Jorng-Tzong (1)

**Author affiliation:** (1) Department of Computer Science and Information Engineering, National Central University, Taoyuan, Taiwan; (2) Singapore University of Social Sciences, Singapore

**Corresponding author:** Hung, Yu-Chen(ychung@suss.edu.sg)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This study investigates the role of semantics as persuasive cues in donation-based crowdfunding campaigns across donation categories. Semantics have been shown to affect donation as part of narration technique. Drawing from the research on framing effect and schematic association of category, the study proposes that the persuasiveness of semantic cues depends on its consistency with categorical expectation. The consistency (vs. inconsistency) between semantic cues confirming to categorical expectation is to strengthen (vs. weaken) willingness to donate. The text analysis by LIWC showed that other-focused description increases willingness to donate, while self-focused description decreases willingness to donate. These findings suggest a sympathetic response towards descriptions on the occurrence of grave events happening to individuals; their needs for funds to travel for medical treatment are perceived highly worthy. The sympathetic feelings were ill afforded when the psychological process triggered by semantics are in conflict with categorical expectations. When words triggering cognition processes were present in the highly emotional category (such as funeral), they weakened donation. The results provide guidance for campaigners and crowdfunding platforms in communication strategies on appeal content within specific donation categories. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 18

**Main heading:** Semantics

**Controlled terms:** Crowdsourcing - Electronic commerce

**Uncontrolled terms:** Content analysis - Donation-based crowdfunding - Empathy - Framing effects - LIWC - Medical treatment - Semantic cues - Text analysis - Trust - Willingness to donate

**Classification code:** 723.5 Computer Applications

**Funding text:** The respective contributions from the author team are the following. Dr. Hung has contributed to project idealization, theoretical conceptualization, and manuscript preparation. Ting-Yu Hsu & Yin-Chi Tsai collected the data, conducted the analysis and reported the analysis results. Dr. Ren & Dr. Liu have provided detailed guidance on methodology analysis. Prof Horng provides valuable feedback on conceptualization, methodology, and resourcing during all phases of the research.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 46. Precision Finance: Capital Structure Theories Approach Reality

**Accession number:** 20240215331135

**Authors:** Brusov, Peter (1); Filatova, Tatiana (2); Kulik, Veniamin (3); Chang, She-I (4); Lin, George (4); Chang, Li-Min (4)

**Author affiliation:** (1) Department of Mathematics, Financial University under the Government of Russian Federation, Moscow, Russia; (2) Department of financial and investment management, Financial University under the Government of Russian Federation, Moscow, Russia; (3) Faculty of Information Technology and big data analysis, Financial University under the Government of Russian Federation, Moscow, Russia; (4) College of Management, National Chung Cheng University, Taiwan

**Corresponding author:** Brusov, Peter(pnb1983@yahoo.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Bringing existing financial models closer to real practice is the most important challenge in precision finance. Over the past couple of years, the two main theories of the capital structure (Brusov-Filatova-Orekhova (BFO) and Modigliani-Miller (MM)) have been adapted to the established financial practice of the functioning of companies, taking into account the real conditions of their work. They are generalized to the case of variable income, to paying income tax with arbitrary frequency, to the advance payments of income tax etc. Taking these effects into account significantly changed the results of both theories and brought both theories closer to reality. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 21

**Main heading:** Taxation

**Controlled terms:** Electronic commerce

**Uncontrolled terms:** Actual operating condition of the company - Capital structure - Finance capital - Financial modeling - Generalized brusov-filatova-orekhova theory - Generalized modigliani-miller theory - Income tax - Operating condition - Precision finance - Structure theory

**Classification code:** 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 47. Stakeholder Behaviors of Peer-to-Peer Accommodation: A Systematic Review (2008-2022)

**Accession number:** 20240215330470

**Authors:** Wang, Xiaorong (1); Ding, Yifan (1); Huang, Yinghua (2)

**Author affiliation:** (1) Chongqing Technology and Business University, Chongqing, China; (2) San José State University, San José, United States

**Corresponding author:** Huang, Yinghua(yinghua.huang@sjsu.edu)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Focusing on multi-stakeholder consuming psychology and behavior research in peer-to-peer (P2P) accommodation, the authors conduct a systematic review of research over past 15 years (2008-2022) based on 360 papers in the WOS database. Through the perspective of service ecosystem, this paper aims to convey the structure of knowledge on this ever-evolving subject. The key stakeholders in the P2P accommodation ecosystem include consumers, hosts, platforms, the government, and community residents, and the authors sort through the psychology and behaviors of each in turn and provide a framework for research content to identify the connections among them. This paper fills the gaps of the existing literature reviews and proposes new directions for future research about P2P accommodation. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 78

**Main heading:** Ecosystems

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

**Uncontrolled terms:** Literature reviews - Multi-stakeholder - P2P accommodation - Peer to peer - Peer to peer (P2P) - Service ecosystems - Stakeholder behaviour - Structure of knowledge - Systematic Review

**Classification code:** 454.3 Ecology and Ecosystems - 723.5 Computer Applications - 931.3 Atomic and Molecular Physics

**Numerical data indexing:** Age 1.50E+01yr

**Funding Details:** Number: 19BGL258, Acronym: NPOPSS, Sponsor: National Office for Philosophy and Social Sciences;

**Funding text:** This work is supported by the National Social Science Foundation of China (Grant No. 19BGL258).

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 48. Stock Market or Real Estate Market: Who is the Leader?

**Accession number:** 20240215330471

**Authors:** Tsao, Yao Chun (1); Hsueh, Shun-Jen (1)

**Author affiliation:** (1) Cheng Shiu University, Kaohsiung, Taiwan

**Corresponding author:** Tsao, Yao Chun(ko486@gcloud.csu.edu.tw)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** We apply data from five OECD countries during the period 1980/Q1 – 2010/Q2 to examine the causal relationship between the stock market and real estate market by using quantile regression causality analysis. The wealth effect is more significant in almost all the quantile intervals, especially in Canada and Japan. Surprisingly, in the tail quantile interval, we can often find that these two markets have a significant two-way causal relationship. The existence of significant tail interdependence implies that investors are unable to hedge the risk across the real estate and stock markets in extreme volatility. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 22

**Main heading:** Financial markets

**Controlled terms:** Electronic commerce - Investments

**Uncontrolled terms:** Causal relationships - Causality analysis - OECD countries - Quantile regression - Quantile regression causality analyse - Real estate market - Real-estates - Two ways - Wealth effects

**Classification code:** 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 49. Unveiling the Potential and Pitfalls of ChatGPT: A Comprehensive Analysis and Ethical Exploration

**Accession number:** 20240215330494

**Authors:** Hong, Josefina Y.-C. (1)

**Author affiliation:** (1) HEC Liège Executive Education, Management School-Liège Université, Liège, Belgium

**Corresponding author:** Hong, Josefina Y.-C.(hongjosefina@gmail.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** ChatGPT, an advanced language model, was launched by the Open AI team in November 2022 and quickly gained popularity, significantly enhancing people's awareness of the evolution and future impacts of Artificial Intelligence (AI). This paper aims to delve into the multifaceted landscape of ChatGPT, with the objective of thoroughly analyze its capabilities, potential applications, limitations, and ethical considerations. In a world increasingly reliant on AI-driven communication, understanding ChatGPT's impact becomes crucial. This paper empirically analyzed cases from the literatures and this study hopes to provide contribution to the ongoing discourse surrounding and their integration into various sectors. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 18

**Main heading:** Artificial intelligence

**Controlled terms:** Electronic commerce - Ethical technology

**Uncontrolled terms:** Artificial intelligence - Artificial intelligence technologies - ChatGPT - Comprehensive analysis - Ethical considerations - Language model - Open artificial intelligence

**Classification code:** 723.4 Artificial Intelligence - 723.5 Computer Applications - 901.1 Engineering Professional Aspects

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 50. Towards Understanding University Governance within Australia

**Accession number:** 20240215330481

**Authors:** Maxwell, Stephen J. (1); Hamilton, John R. (1)

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The shift towards a corporate model for universities and the role of technology has shifted the power structures and operations within universities. In this paper, we examine the university governance changes and structures and how these have shifted the internal focus of those institutions. Historical arguments that the use of technology would reduce the administrative workload, yet this is not the realized case. To explain this failure, it is critical that the current modes of governance be examined, and this will then form the basis for further studies into the role of internal stakeholders in failing to control the growth in the bureaucratic society that dominates modern universities. We argue that there is a failure in governance as agents and stakeholders have no intrinsic control and oversight, and all decisions are made based on spreadsheets and public perceptions rather than in the best interest of the organization. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 41

**Main heading:** Profitability

**Controlled terms:** E-learning - Electronic commerce

**Uncontrolled terms:** Australia - Bureaucracy - Corporates - For good - For profit - Government - Hierarchy - Network - University board - University governances

**Classification code:** 723.5 Computer Applications - 911.2 Industrial Economics

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 51. Adoption of Data Spaces as Multi-Sided Platforms: Towards A Preliminary Adoption Framework

**Accession number:** 20240215331090

**Authors:** Hutterer, Andreas (1); Krumay, Barbara (1)

**Author affiliation:** (1) Johannes Kepler University Linz, Linz, Austria

**Corresponding author:** Hutterer, Andreas(andreas.hutterer@jku.at)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Organizations recognize the strategic value of data and explore diverse means of harnessing its potential. Opportunities for data sharing and collaboration via platforms have been discussed. Among these platforms, data spaces, as multi-sided platforms, have gained prominence. Yet, the motivations behind their adoption by organizations remain unclear. Existing literature primarily delves into technical aspects, neglecting socio-organizational considerations. Recognizing the influence of socio-organizational factors in information system adoption, our study addresses this gap. Through a structured literature review, we identify 15 adoption approaches and corresponding factors, spanning individual and organizational levels. Thus, allowing us to derive a preliminary data space adoption framework. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 166

**Main heading:** Space platforms

**Controlled terms:** Electronic commerce - Simulation platform

**Uncontrolled terms:** Adoption factors - Adoption framework - Data collaborations - Data Sharing - Data space - Multi-sided platforms - Organisational - Platform adoption - Strategic values - Technical aspects

**Classification code:** 655.1 Spacecraft, General - 723.5 Computer Applications

**Compendex references:** YES



**Database:** Compendex  
**Data Provider:** Engineering Village  
Compilation and indexing terms, Copyright 2024 Elsevier Inc.

## 52. An Empirical Study of Impulse Purchase in E-commerce Live Streaming from The E-commerce Marketing Mix Perspective

**Accession number:** 20240215331092  
**Authors:** Sai, Fuyume (1); Su, Guannan (1)  
**Author affiliation:** (1) Daito Bunka University, Tokyo, Japan  
**Corresponding author:** Sai, Fuyume(fuyume-sai@ic.daito.ac.jp)  
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**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023  
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**ISSN:** 16830040  
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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)  
**Publisher:** International Consortium for Electronic Business  
**Abstract:** E-commerce live streaming has undergone rapid development in recent years. Technically, it is the combination of traditional e-commerce and live streaming, allowing salespeople to conduct sales operations and interact with and serve customers in real-time to improve their shopping experience. This study uses the e-commerce marketing mix (product, promotion, place, people, process, physical evidence) to conceptualize its influences on the shopping experience (product involvement and flow experience) and the outcome behavior (impulse buying). The research model is measured and evaluated by using the PLS-SEM method based on 248 valid questionnaire samples from China. The findings show that place has the most effect on product involvement, followed by product, people, process, and on the flow experience, process is most effective, followed by physical evidence, place, and people. In terms of the role of the shopping experience, product involvement has a fully mediating effect between product and impulse buying, and flow experience mediates the effect partially between three relationships: place, process, and physical evidence to impulse buying. Different from prior studies, we adapted the e-commerce marketing mix to provide empirical evidence for research on impulse purchases via e-commerce live streaming. © 2023 International Consortium for Electronic Business. All rights reserved.  
**Number of references:** 53  
**Main heading:** Scanning electron microscopy  
**Controlled terms:** Behavioral research - Electronic commerce - Sales  
**Uncontrolled terms:** E- commerces - E-commerce live streaming - E-commerce marketing mix - Flow experience - Impulse buying - Involvement - Live streaming - Marketing mix - Physical evidence - PLS-SEM  
**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.5 Computer Applications - 971 Social Sciences  
**Compendex references:** YES  
**Database:** Compendex  
**Data Provider:** Engineering Village  
Compilation and indexing terms, Copyright 2024 Elsevier Inc.

## 53. Employee Demographics in Human Resource Space in Religious Not-For-Profit Organization in Australia: Understanding Organizational Retention Rates

**Accession number:** 20240215331109  
**Authors:** Pont, Suzie (1); Hamilton, John R. (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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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This study demonstrates that despite promotional discrimination favoring females in a female-dominated workplace, such females likely have reduced tenure compared to men. This delivers a significant difference in gender balance within upper management. An Australian not-for-profit organization's Qualtrics survey provides 113 respondent demographic data sets, or 56% of the potential respondent pool. Females are typically promoted significantly faster than males. However, while males are promoted slower than females, they remain longer in their tenured positions and ultimately move into upper management. Why women choose to leave an organization at higher rates, notwithstanding their promotional advantages, may indicate family child-raising interruptions, in-house personality clashes, or possibly deeper gendered biases within the organization - such as a lack of fulfilment and a greater predisposition to suffer negative workplace conditions. Hence, further research in this area is advised. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 26

**Main heading:** Population statistics

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

**Uncontrolled terms:** Australia - Gender bias - Not-for-profit organization - Organisational - Promotion - Resource space - Retention rate - Tenure - Upper management - Workplace reform

**Classification code:** 723.5 Computer Applications - 911.2 Industrial Economics - 912.4 Personnel

**Numerical data indexing:** Percentage 5.60E+01%

**Funding Details:**

**Funding text:** Data for this study is held by James Cook University, Australia, and stored within PhD Student Suzie Pont's personal data repository files.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 54. Domain-Adversarial Neural Network with Joint-Distribution Adaption for Credit Risk Classification

**Accession number:** 20240215331108

**Authors:** Pan, Jian-Shan (1); Wu, Yi-Qiong (2); Lv, Yang (1); Lin, Qi-You (1); Peng, Jin-Rui (1); Ye, Min (2, 3); Cai, Xiao-Fang (4); Huang, Wayne Wei (5)

**Author affiliation:** (1) Shenzhen Public Credit Center, Shenzhen, China; (2) Xi'an Jiaotong University, Xi'an, China; (3) Lanshi Lantuo Agricultural Equipment Limited Company, Lanzhou, China; (4) National Center for Applied Mathematics-Shenzhen (NCAMS), Southern University of Science and Technology (SUSTech), Shenzhen, China; (5) College of Business and NCAMS, SUSTech, Shenzhen, China

**Corresponding authors:** Wu, Yi-Qiong(yiqiongw10@163.com); Lv, Yang(Yangl2023@mail.amr.sz.gov.cn); Ye, Min(yewo6@qq.com); Cai, Xiao-Fang(caixf@mail.sustech.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Financial institutions normally have limited applicants and small sample credit datasets in early stages of business. Machine learning models may get overfitted due to a lack of sufficient training samples, which will lower the models' classification accuracy. This paper proposes a novel transfer learning model to tackle this challenge, via aligning the conditional probability distribution and the marginal probability distribution between traditional businesses and new businesses. We conduct experiments on two real credit datasets to validate the model. Experimental results show that the proposed model outperforms other benchmark algorithms in prediction accuracy. The proposed model could have the potential for various application scenarios, including the utilization of non-financial data such as legal documents for credit rating or related risk assessments. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 16

**Main heading:** Risk assessment

**Controlled terms:** Deep learning - E-learning - Electronic commerce - Learning systems - Probability distributions - Risk perception - Transfer learning

**Uncontrolled terms:** Credit risks - Deep learning - Distribution adaption - Financial institution - Joint distributions - Machine learning models - Neural-networks - Risk classification - Small samples - Transfer learning

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.4 Artificial Intelligence - 723.5 Computer Applications - 914.1 Accidents and Accident Prevention - 922.1 Probability Theory

**Funding Details:** Number: 2023WQNCXo67, Acronym: -, Sponsor: -; Number: -, Acronym: XJTU, Sponsor: Xi'an Jiaotong University;

**Funding text:** The 2nd and 8th authors would like to acknowledge the partial grant support to the research (Grant ID: 72061127002) and the 7th author to the Young Innovative Talent Program of Guangdong (Grant ID: 2023WQNCXo67). This research is also supported by DeFin research center, National Center for Applied Mathematics Shenzhen, Shenzhen Key Research Base in Arts & Social Sciences (Intelligent Management & Innovation Research Center, SUSTech, Shenzhen), and the National Laboratory of Mechanical Manufacture System, XJTU, China.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 55. Study of Short-Term Price Prediction with K-Line and SMA for Electrical Stocks in Taiwan

**Accession number:** 20240215330472

**Authors:** Chen, Po-Wen (1); Sue, Kuen-Liang (1); Yang, Pei-Yin (2)

**Author affiliation:** (1) National Central University, Taoyuan City, Taiwan; (2) National Kaohsiung University of Science and Technology, Kaohsiung City, Taiwan

**Corresponding author:** Chen, Po-Wen(wilsonmau@gmail.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** In the past two decades, many studies in Taiwan devoted to investigate the impact of technical analysis on stock price predictions and on stock trading strategies. Most of these studies focused on the analysis of price indicators, and only a few on stock graphical analysis indicators. In addition, although quite a few studies also adopted combined signals (using two or more technical analysis indicators at the same time) as stock price prediction indicators, price indicators still play the most part in their research. Our study will adopt the combined signal approach that center on K-line technical indicator (a type of stock graphical analysis), and supplemented by Simple Moving Average (SMA, a type of price indicator) to predict the rising and falling of stock price in the hope of helping investors find opportunities to gain more than 1.56% net profit within a month. Our study collected and examined daily trading data of individual stocks from the Taiwan Stock Exchange (TWSE) ranging from 2012 to 2021 and targeted at the Electrical Industry (TWSE Stock Group No. 13) with a total of 420 stocks. The research results show that the combined signal approach composed of the key K-line and the Simple Moving Average (SMA) yields a higher return on investment than single signal approaches, and can be used to signal investors to enter the market creating true profit for themselves. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 16

**Main heading:** Forecasting

**Controlled terms:** Electronic commerce - Financial markets - Investments - Profitability

**Uncontrolled terms:** Combined signal approach - Graphical analysis - K-lines - Moving averages - Price prediction - Simple moving average - Simple++ - Stock price prediction - Taiwan stock exchanges - Technical analysis

**Classification code:** 723.5 Computer Applications - 911.2 Industrial Economics

**Numerical data indexing:** Percentage 1.56E+00%

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 56. Intervention Mechanism for Green Disposal Behavior in the Gamification Context

**Accession number:** 20240215331125

**Authors:** Yin, Jingtao (1); Chen, Tuxia (1); Lin, Yixun (2); Du, Helen S. (1)

**Author affiliation:** (1) Guangdong University of Technology, Guangzhou, China; (2) Beihang University, Beijing, China

**Corresponding author:** Yin, Jingtao(2112208035@mail2.gdut.edu.cn)

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Green disposal behavior is a key behavioral outcome in environmental protection. Existing research indicates that gamification platforms can stimulate green behavior in users. However, in the context of gamification, users' green disposal behavior intervention mechanism is unexplored. Based on goal frame theory, this study investigates the decision-making process of green disposal behavior of users on gamification platforms. Three findings emerged from analyzing user preferences, interactions, and gamification reward and punishment interventions. The results provide guidance and suggestions for designing the gamification platform, as well as the promotion of participation in social green disposal behavior. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 28

**Main heading:** Decision making

**Controlled terms:** Behavioral research - Decision theory - Electronic commerce

**Uncontrolled terms:** Behavioral outcomes - Decision-making process - Frame theory - Gamification - Goal frame theory - Green disposal behavior - Intervention mechanism - Provide guidances - User's preferences

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.5 Computer Applications - 912.2 Management - 961 Systems Science - 971 Social Sciences

**Funding Details:** Number: 72072040, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;

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**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 57. The Application of Digital Technology in the Protection of Architectural Cultural Heritage

**Accession number:** 20240215330474

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

**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 development of digital technology has given us the ability to permanently preserve the historical and cultural information carried by architectural cultural heritage, which is a non-renewable and valuable historical and cultural resource. Digital technology provides a more convenient and efficient way of displaying and disseminating architectural cultural heritage, which is suitable for different geographical locations, cultural characteristics and preservation conditions, and enables the conservation of architectural cultural heritage to be completed with high quality and efficiency. With the continuous improvement of the digitization of cultural heritage, we should actively carry out the digital protection of architectural heritage, and always pay attention to the development and application of digital technology, and constantly explore and practice the new forms of digital technology in the field of architectural heritage protection. Digital preservation is a new direction for the safeguarding of architectural cultural heritage. Through the systematic introduction of relevant digital technologies and the summary of experiences in the development practice, this paper explores the digital protection methods of architectural cultural heritage from the theoretical and practical operation level. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 28

**Main heading:** Historic preservation

**Controlled terms:** Architecture - Digital storage - Electronic commerce

**Uncontrolled terms:** Architectural cultural heritage - Architectural heritage - Cultural heritages - Cultural informations - Digital protection - Digital technologies - Historical information - Protect - Reality technology - Three dimensional technologies

**Classification code:** 402 Buildings and Towers - 722.1 Data Storage, Equipment and Techniques - 723.5 Computer Applications

**Funding Details:** Number: -, Acronym: NJIT, Sponsor: Nanjing Institute of Technology; Number: -, Acronym: -, Sponsor: Qinglan Project of Jiangsu Province of China; Number: JXJS2023032, Acronym: -, Sponsor: Major Project of Philosophy and Social Science Research in Colleges and Universities of Jiangsu Province;

**Funding text:** This work is partially supported by 2020SJA0450 of Philosophy and Social Science Research in Colleges and Universities of Jiangsu Province, China. And it is also partially supported by JXJS2023032 of Teaching Reform and Construction Project Fund of Nanjing Institute of Technology, China. And it is also partially sponsored by Qing Lan Project of Jiangsu Province, China.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 58. Social Media Advertising in The Recent Years: A Bibliometric Analysis and Thematic Overview

**Accession number:** 20240215330469

**Authors:** Nagvanshi, Sarita (1); Gupta, Neha (1); Kumar, Vinod (2)

**Author affiliation:** (1) Amity University, Noida, India; (2) New Delhi Institute of Management, Delhi, India

**Corresponding author:** Nagvanshi, Sarita(sarita.singh247@gmail.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Social media advertising has developed as a quick and efficient way to engage target customers and expand marketing campaigns in the fast-paced world of marketing. Despite the growing body of research in this area, there is a scarcity of review studies that synthesise important trends and probable future directions in social media advertising research. To fill this gap, we conducted a bibliometric study, using modern technologies to synthesise global knowledge structure and uncover emergent themes. The dataset included Scopus-indexed literature from 2018 to 2022, with the primary keywords "social media advertising," "social media advertisement," and "social media ad" being used. We conducted co-authorship, citation, bibliographic, and co-occurrence analysis using the VOSviewer tool to identify the top contributors and important research trends. Key findings show that certain themes received a lot of attention during the study period. Specifically, researchers investigated subjects such as purchase intention, sales, consumption behaviour, social influence, branding, perception, and attitudes, among others. An objective and quantitative summary of the major contributors and research trends has been provided in the paper. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** Sales

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

**Uncontrolled terms:** Advertizing - Bibliometrics analysis - Marketing campaign - Online advertizing - Online marketing - Research trends - Social media - Social medium advertizing - Social network

**Classification code:** 723 Computer Software, Data Handling and Applications - 723.5 Computer Applications

**Compendex references:** YES



**Database:** Compendex  
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## 59. Delivering Smart Warehousing in Australia

**Accession number:** 20240215331102  
**Authors:** Marino, Sam (1)  
**Author affiliation:** (1) James Cook University, Cairns, Australia  
**Corresponding author:** Marino, Sam(sam.marino@my.jcu.edu.au)  
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**Conference location:** Chiayi, Taiwan  
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**Publisher:** International Consortium for Electronic Business  
**Abstract:** Smart warehousing continues to advance - particularly for larger storage supply-demand chain facilities. Such embedded digital, real-time AI engagement storage solutions often involve intelligent autonomous place, track, pack resource orchestration solutions targeting towards direct multi-consumer and marketplace rapid distributions, and into the future further linking towards retailing. This literature researched paper frames a research agenda to determine the relative smart warehousing pathway effects of supply side input competencies and of demand side actioned interactive capabilities in determining the sustainability of intelligent, lower-cost warehousing into the immediate future. © 2023 International Consortium for Electronic Business. All rights reserved.  
**Number of references:** 26  
**Main heading:** Internet of Everything  
**Controlled terms:** Electronic commerce - Machine learning - Robotics - Warehouses  
**Uncontrolled terms:** Artificial intelligence - Australia - Autonomous smart warehousing - Communication connectivity - Demand chains - Digital technologies - Machine-learning - Software solution - Supply-demand - Warehouse management systems  
**Classification code:** 694.4 Storage - 716 Telecommunication; Radar, Radio and Television - 717 Optical Communication - 723.4 Artificial Intelligence - 723.5 Computer Applications - 731.5 Robotics  
**Compendex references:** YES  
**Database:** Compendex  
**Data Provider:** Engineering Village  
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## 60. AI and Firm Competitiveness

**Accession number:** 20240215331091  
**Authors:** Hamilton, John R. (1); Tee, Singwhat (1); Maxwell, Stephen J. (1)  
**Author affiliation:** (1) James Cook University, Cairns, Australia  
**Corresponding author:** Hamilton, John R.(John.Hamilton@jcu.edu.au)  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The inclusion of artificial intelligence (AI) can alter firm competitiveness through data analysis and strategic planning modelling. In this paper we demonstrate that firm AI inclusion is literature supported as a stage-wise, developmental, intelligences-driven, change process. Identified benefits that AI inclusion may bring to the firm: (1) a knowledge-driven competencies and capabilities collation, (2) engaging innovative digital deep-learning, along with (3) robust stage-wise interpretations. These AI actioning effects ultimately network, and coalesce, and can deliver beneficial changes towards altering the existing firm competitiveness positioning. An AI deliverance framework with AI feedback loops is presented which demonstrates that AI can provide a competitive advantage in the global workplace. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 41

**Main heading:** Competition

**Controlled terms:** Deep learning - Electronic commerce - Knowledge management

**Uncontrolled terms:** Capability - Change process - Competency - Creative knowledge - Creatives - Digital technologies - Firm artificial intelligence - Innovation - Intellectual capital - Planning models

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.5 Computer Applications - 903.3 Information Retrieval and Use - 911.2 Industrial Economics

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 61. Development of Bayesian Network-Based Regional Healthcare Analysis Model for Data-Driven Approach

**Accession number:** 20240215331105

**Authors:** Kawashima, Miyako (1); Ohba, Haruka (2); Mizuno, Shinya (1)

**Author affiliation:** (1) Juntendo University, Tokyo, Japan; (2) Shizuoka Institute of Science and Technology, Shizuoka, Japan

**Corresponding author:** Mizuno, Shinya(s.mizuno.kc@juntendo.ac.jp)

**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: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

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**Publication year:** 2023

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**Language:** English

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

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**Conference location:** Chiayi, Taiwan

**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** In many countries worldwide, especially in Japan, Germany, and Italy, there is an ongoing trend of an aging population. With this comes the enhancement and effective use of health data. While many nations are engaging in health data initiatives, particularly the organization and utilization of clinical information, there are numerous challenges in the actual utilization of the data. Bayesian networks have been gaining traction in various research fields, with their applications in the medical sector drawing significant attention. In this study, we utilized Bayesian networks to tackle regional medical challenges by leveraging data that integrates medical care, nursing, and health services. Using the American open data NHANES, we constructed and evaluated a Bayesian network, demonstrating the utility of networks developed through feature selection in general model construction. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 28

**Main heading:** Open Data

**Controlled terms:** Bayesian networks - Electronic commerce - Health care

**Uncontrolled terms:** Aging population - Analysis models - Bayesian networks - Clinical information - Data-driven approach - Health data - Network-based - Open datum - Regional healthcare analyse - Research fields

**Classification code:** 461.7 Health Care - 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 921.4 Combinatorial Mathematics, Includes Graph Theory, Set Theory

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 62. Unravelling Consumer Engagement in Influencer Marketing: An Exploratory UGC Analysis

**Accession number:** 20240215330482

**Authors:** Tseng, Yi-Ching (1); Chen, Pei-Yi (1); Ren, Jing (2); Hung, Yu-Chen (2); Liu, Wenting (2); Horng, Jorng-Tzong (1); Wu, Li-Ching (1)

**Author affiliation:** (1) National Central University, Taiwan; (2) Singapore University of Social Sciences, Singapore

**Corresponding authors:** Ren, Jing(jingren@suss.edu.sg); Horng, Jorng-Tzong(horng@db.csie.ncu.edu.tw)

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

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

**Volume:** 23

**Part number:** 1 of 1

**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

**Issue date:** 2023

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**Language:** English

**ISSN:** 16830040

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

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**Conference location:** Chiayi, Taiwan

**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The sharp increase in the influencer market on social media generates a huge amount of content, including text, audio, images, and video. However, how these contents are used to leverage consumer engagement is still unclear. In this study, we explored the potential usage of natural language processing and various computer vision models in understanding influencer UGC and marketing analysis. Through studying the influencers' textual and visual posts on Instagram, our preliminary findings show that different formats of UGC may impact consumer engagement differently. Our work offers new knowledge on exploring suitable analysis tools for studying the influencer market, and the learned insights on content generation could shed light on enhancing marketing effectiveness in the influencer marketing industry. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 18

**Main heading:** Marketing

**Controlled terms:** Computer vision - Electronic commerce - Natural language processing systems

**Uncontrolled terms:** Audio images - Audio videos - Consumer engagement - Influence marketing - Language processing - LIWC - Natural languages - Sharp increase - Social media - UGC

**Classification code:** 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 741.2 Vision - 911.4 Marketing

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 63. Artificial Intelligence (AI), Rio Tinto and Firm Leading-Edge AI Competitiveness

**Accession number:** 20240215331093

**Authors:** Hamilton, John R. (1); Maxwell, Stephen J. (1)

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

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This study frames AI into five successive generational AI All development phases of increasing complex program and platform diversity, whilst drawing on involving increasingly diverse and rich 'global' sources of 'relevant' data. It considers the AI techniques Rio Tinto applies at each generational level. It recognizes the AI complexities of resourcing, technologies, connectivities integrations, intelligent devices, and data-recall capacities on leading-edge firms and their ongoing competitiveness. It proposes a leading-edge firm timeline stagewise strategic AI feedback model. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 17

**Main heading:** Big data

**Controlled terms:** Competition - Deep learning - E-learning - Electronic commerce - Learning systems

**Uncontrolled terms:** Artificial intelligence generation - Artificial intelligence techniques - Big data complexity - Data complexity - Deep learning artificial intelligence - Intelligent augmented artificial intelligence - Machine-learning - Rio Tinto - Strategic artificial intelligence competitiveness - Super-intelligent artificial intelligence

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 911.2 Industrial Economics

**Funding text:** This work is partially built from assessment/research across Rio Tinto, its website, and its public-access downloadable reports.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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### 64. Investigating Influencing Factors of Consumer Purchase in Airport Shopping Mall: A Mixed Methods Study

**Accession number:** 20240215331127

**Authors:** Ye, Qiongwei (1); Zhang, Danni (1); Luo, Yumei (2)

**Author affiliation:** (1) Business School, Yunnan University of Finance and Economics, China; (2) Business and Tourism Management, Yunnan University, China

**Corresponding author:** Luo, Yumei(luoyumei@ynu.edu.cn)

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

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

**Volume:** 23

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**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This study focuses on the influencing factors of consumers' purchasing decisions in airport shopping malls. Firstly, based on the grounded theory method, the semi-structured interview and the online review data are encoded, and the EKB model is used to construct the influencing factors of consumers' purchasing decision-making, including eWOM, perceived risk, perceived quality, perceived price, situational factors and shopping values. Finally, the structural model is analyzed by using the sample data of 360 airport consumers. The results show that these constructs have significant impact on consumers' purchasing decisions, and perceived risk and perceived price have negative impacts on purchasing decisions. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 34

**Main heading:** Airports

**Controlled terms:** Decision making - Decision theory - Electronic commerce - Purchasing - Sales - Shopping centers

**Uncontrolled terms:** Airport shopping mall - Consumer purchase - EKB model - EWOM - Grounded theory methods - Mixed method - Online reviews - Perceived risk - Purchasing decisions - Semi structured interviews

**Classification code:** 431.4 Airports - 723.5 Computer Applications - 912.2 Management - 961 Systems Science

**Funding Details:** Number: SJZYXWALK202113, Acronym: -, Sponsor: -; Number: 2022XJYZKC11, 2022Y35, XJKCSZ202117, Acronym: -, Sponsor: -; Number: 2017DS012, Acronym: -, Sponsor: -;

**Funding text:** This research was supported by Kunming E-commerce and Internet Finance R&D Center (KEIRDC [2020]), the Prominent Educator Program (Yunnan [2018]11), Yunnan Provincial E-Business Entrepreneur Innovation Interactive Space (2017DS012), 2021 Yunnan Provincial Academic Degrees Committee Program [SJZYXWALK202113], 2021 Yunnan University Program [XJKCSZ202117, 2022XJYZKC11, 2022Y35].

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 65. Exploring Factors Influencing E-Learning Acceptance: An Integration of Transactional Distance Theory and Technology Acceptance Model

**Accession number:** 20240215331113

**Authors:** Tian, Kun (1); Wu, Jing (1)

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

**Corresponding author:** Tian, Kun(tiank@wbu.edu.cn)

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** This study endeavors to scrutinize and ascertain the factors that impact students' acceptance and utilization of E-learning platforms. Combining the Transactional Distance Theory (TDT) and the Technology Acceptance Model (TAM), the methodology employed in this research was quantitative, gathering data from 255 participants engaged in higher education via E-learning platforms and data were analyzed by SPSSAU. The proposed model demonstrates five key determinants that influence students' acceptance of E-learning. The empirical evidence implies that the structure, dialogue, and learners' autonomy significantly influence students' intention to utilize E-learning platforms. Furthermore, the two constructs of TAM - perceived ease of use and perceived usefulness - correlate positively with the same. The study's results thus substantially validate the conjunct integration of TDT and TAM relating to E-learning utilization intent, providing crucial insights for key stakeholders in higher education institutions to strategize, evaluate, and implement E-learning systems more effectively. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 46

**Main heading:** Students

**Controlled terms:** E-learning - Education computing - Electronic commerce - Learning systems

**Uncontrolled terms:** Autonomy - Dialog - E-learning - E-learning platforms - High educations - Learner - Learning data - Technology acceptance model - Transactional distance - Transactional distance theory

**Classification code:** 723.5 Computer Applications

**Funding Details:** Number: 21G112, Acronym: -, Sponsor: -;

**Funding text:** This paper is sponsored by the Instructional Program of Philosophy and Social Sciences for Higher Education Institutions in Hubei Province (21G112).

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 66. Data Analysis Model for Computed Tomography Usage

**Accession number:** 20240215331098

**Authors:** Lin, P.Y. (1, 2); Chang, H.C. (1)

**Author affiliation:** (1) Ditmanson Medical Foundation, Chia-Yi Christian Hospital, Chiayi, Taiwan; (2) Department of Information Management, National Chung Cheng University, Chiayi, Taiwan

**Corresponding author:** Chang, H.C.(cyh12452@gmail.com)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Radiology medicine is one of the fields experiencing extremely rapid development in modern medicine. Among these fields, computed tomography (CT) plays a crucial role in medical clinical diagnosis. However, computed tomography have high medical costs due to expensive medical equipment, the use of contrast agents, professional radiographers operating the equipment, and the need for radiologists to interpret reports. In the current medical environment where Taiwan implements a global budget system, the rationality of the number of computed tomography examinations has always been a focus of concern. In this study, we employed Royce's waterfall model to develop a cloud-based and mobile bed dynamic model system. The primary research objective was to provide supervisors with the latest data analysis model for CT usage. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 7

**Main heading:** Dynamic models

**Controlled terms:** Budget control - Computerized tomography - Data handling - Diagnosis - Electronic commerce - Information analysis

**Uncontrolled terms:** 'current - Clinical diagnosis - Cloud-based - Computed tomography - Contrast agent - Data analysis models - Dynamics models - Global budget - Modern medicine - Waterfall model

**Classification code:** 461.6 Medicine and Pharmacology - 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 903.1 Information Sources and Analysis - 921 Mathematics

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 67. Design and Application of Artificial Intelligent Fire Fighting Robot and Development of Data Module

**Accession number:** 20240215331103

**Authors:** Hou, Jian-Jun (1); Tang, Yu (1); Chen, Li (1); Chen, Wen-Min (1)

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

**Corresponding author:** Hou, Jian-Jun(houjianjun@njit.edu.cn)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** By systematic analysis, the existing AI technology and fire-fighting robot were combined effectively. Then, an AI-based firefighting robot was designed through design orientation, design sketch and structure analysis, and functional analysis. Finally, specific data modules were developed, making the robot available to analyze fire, allocate tasks, and acquire UAV data intelligently. The AI-based fire-fighting robot is composed of a fire-fighting robot and a monitoring UAV. Based on AI technology, it is embedded with a task allocation module, alarm module, flight regulation module, positioning module, timing module, fight scanning module, data analysis module, data acquisition module, and signal receiver/sender module. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 26

**Main heading:** Signal receivers

**Controlled terms:** Data acquisition - Electronic commerce - Fire extinguishers - Fires - Intelligent robots - Machine design - Unmanned aerial vehicles (UAV)

**Uncontrolled terms:** Artificial intelligence technologies - Artificial intelligent - Data Module - Data module development - Design and application - Fire fighting robots - Intelligent fires - Module development - Monitoring UAV - Systematic analysis

**Classification code:** 601 Mechanical Design - 652.1 Aircraft, General - 723.2 Data Processing and Image Processing - 723.5 Computer Applications - 731.6 Robot Applications - 914.2 Fires and Fire Protection

**Funding Details:** Number: 2023GJZD03,2023YJYJGo8, Acronym: -, Sponsor: -; Number: 22YJC760024, Acronym: -, Sponsor: -; Number: 2022SJYBo443, Acronym: -, Sponsor: -; Number: 2022JCo9, Acronym: -, Sponsor: -; Number: 2022SJZD115, Acronym: -, Sponsor: -;

**Funding text:** Fund Project: sponsored by Qing Lan Project 2023;The Philosophy and Social Science project of Jiangsu Province (No.2022SJYBo443);The Ministry of Education Human Society project of China (No.22YJC760024); The Social Science Research in Colleges and Universities in Jiangsu Province (No.2022SJZD115); Excellent Project of Jiangsu Social Science Application Research (No.22SYC-010);Key Research Topics in Higher Education(No.2023GJZD03);Post-graduate Education Teaching Reform Project(No.2023YJYJGo8); Postgraduate Textbook Construction Project(No.2022JCo9).

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 68. Investigating Information Systems Vulnerabilities Using Machine Learning Algorithms

**Accession number:** 20240215331128

**Authors:** Hao, Shiyun (1); Li, Weihua (2); Zhang, Xiong (1)

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

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

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**Conference location:** Chiayi, Taiwan

**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Companies and organizations equipped with IT infrastructure usually face security threats due to vulnerabilities in information systems. This paper aims to build models using intelligent algorithms to automatically identify vulnerability types and predict risk levels. We first collect reports from a Chinese vulnerability crowd-testing platform, then establish models by using textual representation technologies, shallow and deep learning algorithms. The experimental results show that the deep learning model with neural text representation could achieve better performance of vulnerability identification and risk level prediction. This research contributes to the information security literature and could help companies and organizations to more efficiently fix information systems vulnerabilities. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 21

**Main heading:** Forecasting

**Controlled terms:** Deep learning - E-learning - Electronic commerce - Information systems - Information use - Learning algorithms - Learning systems - Security of data

**Uncontrolled terms:** Deep learning - Identification - Intelligent Algorithms - IT infrastructures - Machine learning algorithms - Risk levels - Security threats - System vulnerability - Text representation - Vulnerability

**Classification code:** 461.4 Ergonomics and Human Factors Engineering - 723.2 Data Processing and Image Processing - 723.4.2 Machine Learning - 723.5 Computer Applications - 903.2 Information Dissemination - 903.3 Information Retrieval and Use  
**Funding Details:** Number: 71801014, Acronym: NSFC, Sponsor: National Natural Science Foundation of China; Number: 17GLCo69, Acronym: -, Sponsor: Beijing Social Science Fund;  
**Funding text:** This research is supported by grants from the National Natural Science Foundation of China (Grant 71801014) and Beijing Social Science Foundation (Grant 17GLCo69). Xiong Zhang (xiongzhang@bjtu.edu.cn) is the corresponding author.  
**Compendex references:** YES  
**Database:** Compendex  
**Data Provider:** Engineering Village  
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## 69. Impact of Artificial Intelligence (AI) in Enhancing Productivity and Reducing Stress Among Students

**Accession number:** 20240215331122

**Authors:** Li, Eldon Y. (1); Jan, Anila (1)

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

**Corresponding author:** Jan, Anila(anilajan@alum.ccu.edu.tw)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The rapid growth of chatbots and artificial Artificial intelligence (AI) has brought about a new time of learning and exploration. This research article investigates the profound implications of AI in education, focusing specifically on its impact on student productivity and stress reduction. Through a systematic literature review, 15 articles were analyzed, covering the period from 2017 to 2023. The findings highlight the potential of AI-powered educational tools to revolutionize traditional education paradigms by personalizing the learning experience, automating administrative tasks, and providing intelligent support. AI enables effective addressing of the challenges faced by students in today's educational environment, including mounting workloads and pressures. Students are empowered with effective learning strategies by optimizing time utilization through intelligent scheduling, task management, and performance analysis. Furthermore, AI-powered chatbots and virtual mentors are crucial in offering emotional support, effectively reducing students' anxiety levels. Ethical considerations such as data privacy, algorithmic bias, and equitable access to AI tools are addressed. Collaboration among educational institutions, policymakers, and researchers is emphasized as vital to harnessing AI's power for a positive and inclusive learning environment. This research article contributes to the growing body of knowledge on AI's impact on education, providing valuable insights for further exploring and implementing AI-driven solutions in educational settings. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 18

**Main heading:** Students

**Controlled terms:** Artificial intelligence - Computer aided instruction - Data privacy - E-learning - Economic and social effects - Educational technology - Learning systems

**Uncontrolled terms:** Administrative tasks - Artificial intelligence in education - Chatbots - Educational tools - Learning experiences - Rapid growth - Stress reduction - Student productivity - Systematic literature review - Traditional educations

**Classification code:** 723.4 Artificial Intelligence - 723.5 Computer Applications - 901.2 Education - 971 Social Sciences

**Funding Details:** Number: 111-2410-H-194-029-MY2,112-2410-H-194-029-MY3, Acronym: MOST, Sponsor: Ministry of Science and Technology, Taiwan;

**Funding text:** This research was partially supported by the Ministry of Science and Technology in Taiwan (Grant No. 111-2410-H-194-029-MY2 and 112-2410-H-194-029-MY3).

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 70. Distinguishing Game Engagement from Task Engagement in the Gamification of e-Commerce Platforms: An Empirical Study of Shopping Festival Games

**Accession number:** 20240215331107

**Authors:** Wang, Nan (1); Peng, Yuxing (1)

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

**Corresponding author:** Peng, Yuxing(2019302170019@whu.edu.cn)

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**Conference location:** Chiayi, Taiwan

**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Although gamification has been widely used in e-commerce platforms, research on gamification in marketing is still scarce compared to practice, and the impact of gamification on purchase intention remains to be clarified. Therefore, based on affordance theory and engagement theory, this paper establishes a theoretical model to explain the pathway of gamification's effects. Specifically, this study takes the e-commerce shopping festival game as an example, distinguishes the game part and task part, explores the relationship between them, and identifies the different mechanisms of the two parts' engagement on purchase intention. A survey was conducted, and 234 valid questionnaires were collected. Results showed that game part affordance positively affects game part engagement which could increase task engagement. Second, game part engagement and task part engagement impact purchase intention differently. Task part engagement has a direct impact on purchase intention, while game part engagement influences purchase intention through game intention. Finally, the contribution of theory and practice is discussed. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 56

**Main heading:** Electronic commerce

**Controlled terms:** Purchasing - Sales

**Uncontrolled terms:** Affordances - Commerce platforms - E-commerces - Empirical studies - Game affordance - Game part engagement - Gamification - Marketing IS - Purchase intention - Task part engagement

**Classification code:** 723.5 Computer Applications

**Funding Details:** Number: 22JJD870002, Acronym: -, Sponsor: -; Number: 71904149,71974148, Acronym: NSFC, Sponsor: National Natural Science Foundation of China;

**Funding text:** We would like to thank the valuable comments and suggestions from track chair and reviews. The study was supported by grants from the National Natural Science Foundation of China (Project No. 71904149, 71974148), and the Major Projects of Ministry of Education Humanities and Social Sciences Key Research Base (Project No. 22JJD870002).

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 71. Factors Influencing the Formation of False Health Information

**Accession number:** 20240215330488

**Authors:** Ho, Kevin K.W. (1); Ye, Shaoyu (2)

**Author affiliation:** (1) University of Tsukuba, Institute of Business Sciences, Tokyo, Japan; (2) University of Tsukuba, Institute of Library, Information, and Media Studies, Ibaraki, Japan

**Corresponding author:** Ho, Kevin K.W.(ho.kevin.ge@u.tsukuba.ac.jp)

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The COVID-19 pandemic created uncertainty about our health and lives, and people were scared and looking for information to make themselves less likely to get infected. Yet, much information spread on the Internet may not be true. Before the pandemic, fake news, misinformation, and disinformation about public health (i.e., false health information) were found spreading on social media. Due to the citizens' lack of trust in their governments in many countries, people were more likely to believe in such false health information. This research proposed a conceptual model for understanding factors influencing false health information formation by reviewing recent literature on spreading fake news and misinformation about health information from health science and social science disciplines. We focused on understanding how it spread during and after the COVID-19 pandemic and how it affected people's perceptions of believing and not believing the information disseminated on social media by different stakeholders (i.e., government departments, public health authorities, etc.). Our findings provided a clear understanding of potential factors influencing the spreading of false health information and helped researchers and stakeholders understand how false health information spreads. It set the foundations for future research on this research area, including but not limited to studying factors making people believe in false information, factors making people alert to false information, and factors that strengthen or weaken those effects, and developing policy recommendations for how we can minimize the impact of false health information on our society and others. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 38

**Main heading:** COVID-19

**Controlled terms:** Public health - Social networking (online)

**Uncontrolled terms:** Conceptual model - False health information - Health fake news - Health informations - Health misinformation - Health science - Privacy - Science disciplines - Social media - Uncertainty

**Classification code:** 461.6 Medicine and Pharmacology - 461.7 Health Care - 723 Computer Software, Data Handling and Applications

**Funding Details:** Number: 23K11760, Acronym: -, Sponsor: -;

**Funding text:** This work is supported by the JSPS KAKENHI Grant Number 23K11760 (PI: Prof. Kevin K.W. Ho) in Japan.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 72. Introduction of Data Spaces for Data Sovereignty – Status and Recommendations for Action

**Accession number:** 20240215331126

**Authors:** Andreas, Hutterer (1)

**Author affiliation:** (1) Johannes Kepler University Linz, Linz, Austria  
**Corresponding author:** Andreas, Hutterer([andreas.hutterer@jku.at](mailto:andreas.hutterer@jku.at))  
**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 title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023  
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**Language:** English  
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**Conference code:** 195691  
**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)  
**Publisher:** International Consortium for Electronic Business  
**Abstract:** Data sovereignty is paramount in the digital era, and data spaces are often viewed as a means for organizations to cultivate this essential digital competency. However, the adoption of data spaces by organizations remains limited. Furthermore, current perspectives on data spaces tend to emphasize technical aspects while overlooking their socio-technical complexity. What's lacking are recommendations for establishing federated data spaces. To bridge this gap, the study advocates the development of recommendations through expert interviews. Targeting both academia and industry, this research employs coding techniques akin to grounded theory to offer insights and propose four key categories of recommendations: Community, Infrastructure, Interoperability, and Governance. Leveraging data spaces for data sovereignty can provide organizations with a competitive edge. © 2023 International Consortium for Electronic Business. All rights reserved.  
**Number of references:** 104  
**Main heading:** Electronic commerce  
**Uncontrolled terms:** 'current - Coding techniques - Data sovereignty - Data space - Digital datas - Digital era - Recommendation for action - Sociotechnical - Technical aspects - Technical complexity  
**Classification code:** 723.5 Computer Applications  
**Compendex references:** YES  
**Database:** Compendex  
**Data Provider:** Engineering Village  
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### 73. The Technologies of Digital Supply Chain in Industry 4.0: The Principles of Internet of Things, Big Data, Blockchain, and Digital Supply Chain Twin and Their Challenges

**Accession number:** 20240215330479  
**Authors:** Juan, Shih-Jung (1)  
**Author affiliation:** (1) National Chengchi University, Taipei, Taiwan  
**Corresponding author:** Juan, Shih-Jung([104356505@nccu.edu.tw](mailto:104356505@nccu.edu.tw))  
**Source title:** Proceedings of the International Conference on Electronic Business (ICEB)  
**Abbreviated source title:** Proc. Int. Conf. Electron. Bus. (ICEB)  
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**Part number:** 1 of 1  
**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023  
**Issue date:** 2023  
**Publication year:** 2023  
**Pages:** 659-666  
**Language:** English  
**ISSN:** 16830040  
**Document type:** Conference article (CA)



**Conference name:** 23rd International Conference on Electronic Business, ICEB 2023

**Conference date:** October 19, 2023 - October 23, 2023

**Conference location:** Chiayi, Taiwan

**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Industry 4.0 represents the fourth industrial revolution and is the digital transformation of smart manufacturing and industrial markets. In the Industry 4.0 era, emerging technologies such as the Internet of Things (IoT), cloud computing, big data, blockchain, 5G, and digital twins have arisen rapidly. Most of them are utilized in supply chain management processes, leading to the rise of digital supply chains. The most widely used technology is IoT. The most common applications are the technologies combined with IoT, cloud computing, and big data analysis. Blockchain is a developing technology, while the digital supply chain twins are an integrated technology encompassing simulation. Thus, this review focuses on these four critical technologies (i.e., IoT, big data, blockchain, and digital supply chain twins) to explore their principles, applications, and possible challenges in the digital supply chain. In addition, this review also compares the difference between digital supply chains and smart supply chains and explains their relationship. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 35

**Main heading:** Big data

**Controlled terms:** 5G mobile communication systems - Blockchain - Cloud computing - Industry 4.0 - Internet of things - Supply chain management

**Uncontrolled terms:** Block-chain - Cloud-computing - Digital supply chain - Digital supply chain twin - Digital transformation - Industrial markets - Industrial revolutions - Smart manufacturing - Smart supply chain

**Classification code:** 716.3 Radio Systems and Equipment - 722.3 Data Communication, Equipment and Techniques - 722.4 Digital Computers and Systems - 723 Computer Software, Data Handling and Applications - 723.2 Data Processing and Image Processing - 723.3 Database Systems - 911.3 Inventory Control - 912 Industrial Engineering and Management - 913 Production Planning and Control; Manufacturing - 913.4 Manufacturing

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 74. Development of an AI-Based Alert System for Targeted Temperature Management Patients Using Machine Learning and Millimeter-Wave Technology

**Accession number:** 20240215331104

**Authors:** Lo, Chia-Lun (1); Yang, Tsung-Lung (2)

**Author affiliation:** (1) Fooyin University, Kaohsiung City, Taiwan; (2) Kaohsiung Veterans General Hospital, Kaohsiung City, Taiwan

**Corresponding author:** Lo, Chia-Lun(allenlo.tw@gmail.com)

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**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Targeted Temperature Management (TTM) is an emerging clinical technology designed to regulate the body temperature of post-cardiac arrest patients within the range of 32°C–34°C. This precise temperature control aims to reduce cerebral oxygen metabolism, thus stabilizing the medical condition of these patients. In the context of the COVID-19 pandemic, the importance of contactless healthcare and automated systems has grown significantly. This study leverages millimeter wave technology, a non-invasive approach, to gather comprehensive physiological data from patients, providing valuable insights into their overall health status. Beyond developing a predictive model for assessing TTM effectiveness, this research rigorously evaluates the data collection capabilities of millimeter wave technology, shedding light on its potential contributions to modern healthcare. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 28

**Main heading:** Machine learning

**Controlled terms:** Automation - COVID-19 - E-learning - Health care - Millimeter waves - Physiology

**Uncontrolled terms:** Alert systems - Body temperature - Cardiac arrest - Clinical technology - Machine-learning - Management IS - Millimeter-wave technology - Oxygen metabolisms - Targeted temperature management - Temperature management

**Classification code:** 461.7 Health Care - 461.9 Biology - 711 Electromagnetic Waves - 723.4 Artificial Intelligence - 731 Automatic Control Principles and Applications

**Numerical data indexing:** Temperature 3.05E+02K to 3.07E+02K

**Funding Details:** Number: 112-2410-H-242 -002, MOST 110-2410-H-242 -001 -MY2, Acronym: MOST, Sponsor: Ministry of Science and Technology, Taiwan; Number: -, Acronym: KSVGH, Sponsor: Kaohsiung Veterans General Hospital;

**Funding text:** This research was partially supported in part by the Ministry of Science and Technology of Taiwan under grant numbers MOST 110-2410-H-242 -001 -MY2 & 112-2410-H-242 -002. The Millimeter wave technology device was supported from Wistron Medical Technology Company. And experimental procedure and TTM cases were supported from Kaohsiung Veterans General Hospital, Kaohsiung, Taiwan.

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 75. Online Learning Experiences and Resilience in Higher Education Students: Evidence from India

**Accession number:** 20240215331134

**Authors:** Rupali (1); Mishra, Paritosh (1); Shukla, Balvinder (2)

**Author affiliation:** (1) Amity Business School, Amity University, Uttar Pradesh, Noida, India; (2) Amity University, Uttar Pradesh, Noida, India

**Corresponding author:** Rupali(rupali.kumar97@gmail.com)

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

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

**Volume:** 23

**Part number:** 1 of 1

**Issue title:** Proceedings of the International Conference on Electronic Business: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

**Issue date:** 2023

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Due to significant disparities in the digital foundation, the social and economic position of students, the pedagogical framework, and the skill deficiencies of staff and instructors, the COVID-19 pandemic has generated specific issues in the education sector for both developed and developing nations. The capacity of students to succeed in online learning environments is highly influenced by resilience. It aids pupils in overcoming challenges, remaining motivated, managing their time, adapting to changes, and preserving their emotional wellbeing. The authors want to understand

the levels of resilience in higher education students in India during the COVID-19 and explore its connection to students' experiences in online learning environments enrolled in graduate and postgraduate degrees, whose ages ranged from 18 to 28, which made up the study sample. To investigate gender variation in resilience levels independent t-test was utilized and to study the link between resilience scores and the online learning experience of students, correlation analysis has been used. According to the results of the current study, there is a significant gender variation in resilience scores and the resilience levels were positively and strongly connected with availability of resources, comfortability, satisfaction and perceived quality. Findings of the present research can help educational institutions focus on enhancing resilience for better learning during troubled times. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 40

**Main heading:** COVID-19

**Controlled terms:** Computer aided instruction - E-learning - Students

**Uncontrolled terms:** Gender - High educations - Higher education students - Learning experiences - Online learning - Online learning environment - Online learning experience - Resilience - Social position

**Classification code:** 461.7 Health Care - 723.5 Computer Applications - 901.2 Education

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 76. Home Care and Mobile Health Services Provision for Rural Dwellers: A Conceptual Framework of Poverty Alleviation and Rural Development

**Accession number:** 20240215331121

**Authors:** Olaleye, Sunday Adewale (1); Sanusi, Ismaila Temitayo (2); Salo, Jari (3); Olaleye, Esther Olubunmi (4)

**Author affiliation:** (1) School of Business, Jamk University of Applied Sciences, Jyväskylä, Finland; (2) School of Computing, University of Eastern Finland, Finland; (3) Department of Economics and management, University of Helsinki, Helsinki, Finland; (4) Health and Welfare, Novia University of Applied Sciences, Vaasa, Finland

**Corresponding author:** Olaleye, Sunday Adewale(sunday.olaleye@jamk.fi)

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**Conference location:** Chiayi, Taiwan

**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Health-related issues remain a continuous point of discussion globally among policymakers, health experts and researchers because there is no one-time solution to health problems. This study intends to link home care and mobile health services to illuminate the poverty-stricken society on alleviating poverty through smart health services. First, we conducted a literature review on mobile health and rural nursing. Second, we embarked on a thoughtful analysis to include influential materials not found in the literature reviewed. Third, we analysed the external influences and grouped them accordingly. Fourth, we integrate the factors into a conceptual model showing external and internal factors. Fifth, we analysed the role of mobile technology in rural nursing and finally developed practice recommendations. This study explores the urgent need for home care health services for rural dwellers with three pertinent questions: (1) How can home care and mobile health services enhance social development? (2) How can government policies impact home care mobile health services for rural dwellers? (3) Why are home care and mobile health services necessary for rural dwellers? The study employs the concepts of home care and mobile health services with an insightful literature review and integrated theories to probe poverty permeation and health inequality. It is expected that introducing home care and mobile health services will lead to easiness

and convenience for rural dwellers and give assurance as they have access to treatment in the confines of their homes and the language they understand with the aid of smart nurses and smart technologies. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 70

**Main heading:** Regional planning

**Controlled terms:** Economic and social effects - Nursing - Rural areas

**Uncontrolled terms:** Conceptual frameworks - Health services - Home care - Literature reviews - Mobile health service - Poverty alleviation - Rural development - Service provisions - Smart health service

**Classification code:** 403.2 Regional Planning and Development - 461.7 Health Care - 971 Social Sciences

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 77. PREFACE

**Accession number:** 20240215331089

**Authors:** Li, Eldon Y. (1); Chang, She-I. (2); Yen, Benjamin (3)

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

**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: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Database:** Compendex

**Data Provider:** Engineering Village

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## 78. User Persistence in Solving Self-Service Technology Problems

**Accession number:** 20240215330483

**Authors:** Nili, Alireza (1); Tate, Mary (2); Johnstone, David (2)

**Author affiliation:** (1) Queensland University of Technology, Brisbane, Australia; (2) Victoria University of Wellington, Wellington, New Zealand

**Corresponding author:** Nili, Alireza(a.nili@qut.edu.au)

**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: AI and Precision Analytics in Financial and Medical Services, ICEB 2023

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**Publication year:** 2023

**Pages:** 694-704

**Language:** English

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**Conference location:** Chiayi, Taiwan

**Conference code:** 195691

**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Self-service technologies (SSTs) are increasingly becoming a primary channel of service delivery. The move to self-service is sometimes accompanied by a sharp reduction in the availability of assistance from help desk staff. Therefore, user persistence in solving SST problems is important when the problems occur. Organizations need a deep understanding of user persistence with SST problem solving to provide appropriate resources (e.g., self-help resources and user community platforms) for users. In this paper, we identify the factors that contribute to user persistence in: (1) using a specific method of solving SST problems; and (2) solving an SST problem overall. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 30

**Main heading:** Electronic commerce

**Uncontrolled terms:** % reductions - Help Desk - Problem-solving - Self-service technology - Service delivery - Technology problems - User communities - User persistence

**Classification code:** 723.5 Computer Applications

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 79. Towards Delivering AI & Smarter, Self-Learning, Autonomous, Humanoid Robots

**Accession number:** 20240215330480

**Authors:** Hamilton, John R. (1); Maxwell, Stephen J. (1); Lynch, Ronald P. (1)

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

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

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** The shift in artificial intelligence (AI) from mildly-intelligent data manipulation to complex AI that fuses global data, plus sensory capture, along with interpretation, interpersonal and environmental assessment and virtual realities systems, and that then network-collaborates, self-learns and continually coalesces with internet of everything (IoE) manipulative devices to deliver more advanced, and typically improved solutions, is now a reality. AI is progressively developing and is currently around stage four of ten projected generational levels, and human centric robots are now in existence. These humanoid robots are continually advancing, incorporating further innovative developments, and moving towards super-human intelligence stages. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 36

**Main heading:** Virtual reality

**Controlled terms:** Anthropomorphic robots - Augmented reality - E-learning - Engineering education - Intelligent robots - Internet of Everything - Internet of things

**Uncontrolled terms:** Artificial intelligence generation level - Autonomous humanoid robots - Creative Technology - Data manipulations - Innovation - Intelligent data - Neural-networks - Robotic engineering - Self-learning - Super intelligence

**Classification code:** 716 Telecommunication; Radar, Radio and Television - 717 Optical Communication - 722.3 Data Communication, Equipment and Techniques - 723 Computer Software, Data Handling and Applications - 731.5 Robotics - 731.6 Robot Applications - 901.2 Education

**Compendex references:** YES

**Database:** Compendex

**Data Provider:** Engineering Village

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## 8o. The Prototypical Framing Effect in Product Recommendation

**Accession number:** 20240215330492

**Authors:** Yuan, Yimei (1); Ling, Bin (2)

**Author affiliation:** (1) Guangdong Polytechnic of Water Resources and Electric Engineering, Guangzhou, China; (2) Hohai University, Nanjing, China

**Corresponding author:** Ling, Bin(ling.bin@hotmail.com)

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

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**Sponsor:** et al.; International Journal of Electronic Business; International Journal of Information and Computer Security; International Journal of Internet and Enterprise Management; International Journal of Internet Marketing and Advertising; Journal of Business and Management (J.B.M.)

**Publisher:** International Consortium for Electronic Business

**Abstract:** Product recommendations influence consumers' purchasing decisions, but not all advice is equally persuasive. This research examines how the framing of recommendations impacts advice-taking and buying behavior. Integrating prototypicality and framing theories, we propose the concept of a prototypical framing effect whereby advice framed with prototypical cues is more influential than advice framed peripherally. A pilot study conceptualizes this effect and develops experimental materials. Study one tests hypotheses that prototypically-framed advice increases advice-taking (H1) and buying behavior (H2) compared to peripherally-framed advice. Study two also examines identity salience as a moderator, hypothesizing stronger prototypical framing effects when identity salience is high (H3 & H4). Results will demonstrate the persuasive impact of prototypical recommendation frames, offering theoretical and practical insight into effective advice-giving. This research elucidates how subtle framing techniques can shape consumers' receptiveness to recommendations and willingness to purchase recommended products. © 2023 International Consortium for Electronic Business. All rights reserved.

**Number of references:** 14

**Main heading:** Electronic commerce

**Uncontrolled terms:** Advice giving - Advice-taking - Buying behavior - Experimental materials - Framing effects - Pilot studies - Product recommendation - Prototypicality - Purchasing decisions

**Classification code:** 723.5 Computer Applications

**Funding Details:** Number: 2022GXJK102, Acronym: -, Sponsor: -;

**Funding text:** This work is supported by grant of the Guangdong Provincial Educational Science Planning Scheme (Higher Education Scheme; Projects no. 2022GXJK102).

**Compendex references:** YES



**Database:** Compendex  
**Data Provider:** Engineering Village  
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## 81. Utilizing a Gamified Mobile APP to Promote Post-COVID Nurses in Managing Their Self-Health

**Accession number:** 20240215330484

**Authors:** Lu, Li Jung (1); Hsu, Shao Huan (1)

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

**Corresponding author:** Hsu, Shao Huan(gg372100@gmail.com)

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**Abstract:** The COVID-19 pandemic has profoundly impacted the physical and mental health of frontline healthcare workers worldwide. Nurses in particular face heightened risks of adverse health outcomes including infection, mortality, mental health issues, and burnout due to their high exposure to COVID-19 patients. Although nurses often have high health awareness due to their medical background, research shows that most nurses have not adopted effective self-health management practices and fail to meet recommended physical activity guidelines. Mobile health (mHealth) apps represent a promising channel for providing external interventions to assist nurses in managing their health. They offer advantages such as real-time self-monitoring, personalized recommendations, and increased accessibility over traditional tools). However, current commercially available mHealth apps lack rigorous theoretical grounding and have shown mixed results in improving health behaviors and outcomes. This highlights the need for purpose-designed, evidence-based mHealth apps tailored to nurses' specific needs and preferences. Gamification techniques, which employ video game elements in non-game contexts, have grown increasingly popular in mHealth apps to drive user engagement and motivation. However, research on their efficacy for physical activity promotion remains limited and inconclusive. Thoughtful integration of gamification with behavior change theories may enhance outcomes, but this requires careful empirical testing. This study aims to develop and evaluate a gamified mobile health app to promote physical activity and improve health outcomes among nurses at a large hospital in Taiwan. It incorporates insights from user-centered design and goal-setting theory to create a tailored, theory-based gamified app. Following a design science approach, initial semi-structured interviews were conducted with key stakeholders and end users at the hospital including nursing directors, health promotion staff, and 15 nurses to identify user requirements, preferences, and pain points. This provided critical inputs for the app design. A total of 296 nurses working in diverse departments and representing a range of age groups and educational backgrounds were then recruited as study participants for evaluating the developed app. The prototyping methodology was utilized to iteratively design, develop, test and refine the health app through an agile, user-centered process. App features were personalized to end user feedback at each stage. The final app incorporates core functionalities including: step counter synchronized with smartphones, body data tracking (e.g. weight, blood pressure), personalized avatar, virtual island for exploration, leaderboard, quests and challenges, goal setting and tracking, timed events and reminders, achievement badges, and social engagement features. Gamification elements such as points, levels, rankings, rewards and social interaction were seamlessly integrated to drive motivation and user engagement. The app also integrates goal-setting theory by allowing users to set personalized health goals and providing feedback on their progress. Quantitative and qualitative user testing and feedback indicate that the app was enjoyable, satisfactory, and effective in assisting users achieve their health goals. Participants reported increased exercise adherence, health awareness, and sense of accomplishment. The combination of gamification and goal-setting proved successful in promoting healthy behaviors. However, reliance on self-reported data and lack of long-term follow-up assessments are limitations. Potential biases include social desirability bias and limitations in recall accuracy. This

study demonstrates the significant potential of gamified mobile health apps to engage nurses in self-health management by meeting their preferences and needs. The participatory, user-centered design process resulted in an app tailored to users' needs and preferences, contributing to strong uptake and satisfaction. Results contribute to the growing body of literature on gamification for health promotion. Insights gained can inform future efforts to support nurses' wellbeing during global health crises. Wider implementation across healthcare institutions is recommended, as nurses worldwide face these challenges. However, rigorous longitudinal studies on the app's effectiveness and impacts on health outcomes are still warranted. Future work should also include more objective measures of health behaviors and effects. © 2023 International Consortium for Electronic Business. All rights reserved.

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**Uncontrolled terms:** ESG - Exercise prescription - Gamification - Health awareness - Health behaviors - Health management - Health outcomes - Mental health - Physical activity - User engagement

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## 82. Enhancing Inbound Tourism through the Taiwan Outdoor Project and AI-Enabled Chatbot Management

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**Abstract:** In recent years, the global tourism industry has faced unprecedented challenges due to the COVID-19 pandemic. Taiwan, like many other countries, experienced a significant decrease in inbound tourism. However, an innovative project called Taiwan Outdoor emerged, aiming to leverage AI technology and its AI-enabled chatbot to support inbound tourism by providing enhanced services to foreign expatriates stranded in Taiwan. This essay explores the Parkbus service, the Taiwan Outdoor project, and the role of AI-enabled chatbots in promoting Taiwan's outdoor landscapes and tour packages to attract inbound tourists. Parkbus was introduced as a service to cater to the needs of foreign expatriates stranded in Taiwan during the pandemic. Recognizing the desire for peaceful wellness experiences, Parkbus facilitated convenient transportation to Taiwan's National Parks, allowing customers to engage in hiking and immerse themselves in the serene natural surroundings. By offering minimum services to ensure freedom and flexibility, Parkbus successfully met the demands of its customers. After three years of compiling customer feedback, the Parkbus team identified the specific needs expressed in these comments. This feedback became the foundation for the Taiwan Outdoor project, a trailblazing initiative that

utilizes AI technology to enable more comprehensive services and promote Taiwan's outdoor landscapes and tour packages to attract inbound tourists. The government of Taiwan recognized the potential of this project and awarded it funding to support its execution. At the heart of the Taiwan Outdoor project is an AI-enabled chatbot. This intelligent virtual assistant utilizes AI technology to provide personalized recommendations, information, and support to inbound tourists interested in exploring Taiwan's outdoor attractions. Through natural language processing and machine learning algorithms, the chatbot analyzes user inquiries and preferences, enabling it to deliver tailored suggestions and assist with trip planning. By leveraging AI, the chatbot can provide real-time updates on weather conditions, trail information, transportation options, and even offer localized recommendations for dining and accommodations. The AI-enabled chatbot plays a vital role in promoting Taiwan's outdoor landscapes and tour packages to inbound tourists. By harnessing the power of AI, the chatbot acts as a reliable and accessible tour guide, answering queries, providing recommendations, and offering a seamless user experience. It assists potential tourists in understanding the diverse natural wonders of Taiwan, highlights popular hiking trails, suggests off-the-beaten-path destinations, and showcases the unique cultural experiences available. The chatbot's ability to understand multiple languages further enhances its effectiveness in engaging with a global audience. The Taiwan Outdoor project, with its AI-enabled chatbot, has revolutionized the way inbound tourists discover and experience Taiwan's outdoor landscapes. By combining the convenience of the Parkbus service with the intelligence of AI technology, this innovative initiative effectively promotes Taiwan as a desirable destination for nature enthusiasts worldwide. As the project continues to evolve, the chatbot's capabilities and knowledge base will expand, ensuring an increasingly personalized and immersive experience for inbound tourists. Taiwan's commitment to leveraging AI to enhance tourism highlights its forward-thinking approach and positions it as a leader in leveraging technology to create memorable visitor experiences. © 2023 International Consortium for Electronic Business. All rights reserved.

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