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Edited by

**Eldon Y. Li
Jin-Xing Hao
Choon-Ling Sia**

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“Leading Electronic Business in the AI Age”

Edited by

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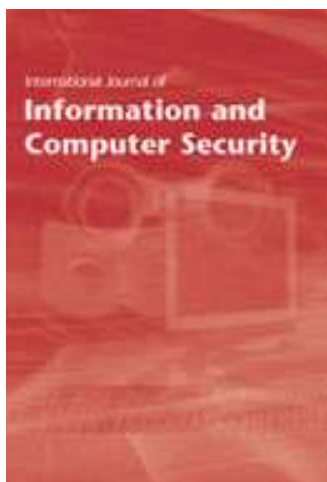
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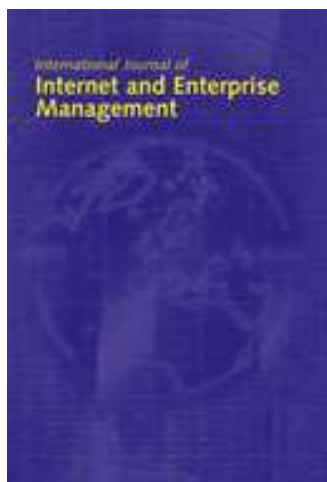
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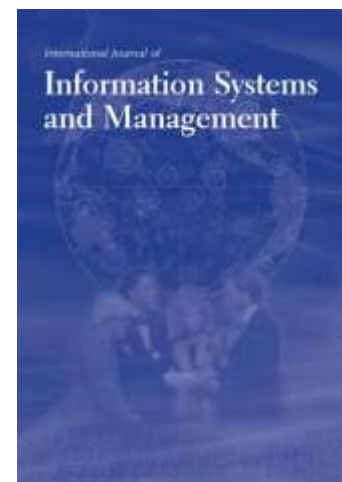
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PREFACE

Welcome to the 26th International Conference on Electronic Business (ICEB 2026). The conference is affiliated with the Association for Information Systems and held under the supervision of the International Consortium for Electronic Business. ICEB has long served as an important international platform for Electronic Business scholars, practitioners, and doctoral students to present cutting-edge research, exchange intellectual ideas, and build global research networks.

This year, ICEB 2026 is held physically at Beihang University in Beijing, China, and organized by the School of Economics and Management, Beihang University. The conference is co-sponsored by the International Consortium for Electronic Business, *Journal of Business and Management*, and *International Journal of Electronic Business*. The theme of ICEB 2026 is “*Leading Electronic Business in the AI Age*.” As artificial intelligence, large language models, autonomous agents, data intelligence, and digital platforms continue to transform business practices and social life, this year’s conference aims to bring together scholars from around the world to explore how Electronic Business can be advanced, governed, and reimaged in the AI age.

We received 307 submissions this year, of which 199 papers were accepted into the final program and scheduled into 3 workshops and 40 presentation sessions. The topic areas of the papers in this conference include AI and its applications, big data analytics and precision analytics, blockchain and FinTech, cross-border e-commerce, digital marketing and consumer behavior, digital transformations and innovation, e-business cultural and social issues, e-business education and e-learning, e-business strategies and models, e-healthcare and gerontechnology, human-computer interaction, IS innovation, adoption and diffusion, IT ethics and data governance, knowledge management and sharing, new technology adoption and diffusion, security and privacy issues, smart cities and the Internet of Things, social media and social computing, supply chain management and e-logistics, virtual communities and social commerce, web mining and recommendation systems, and other interdisciplinary issues.

At the conference, we are honored to have four distinguished keynote speakers. Prof. Yi-Cheng Zhang, Member of Academia Europaea and Director of the Alibaba Research Center for Complexity Sciences, will discuss the next phase of the AI revolution and the role of personal assistants. Prof. Junjie Wu of Beihang University will speak on agentic commerce, a new frontier for business research in the era of AI. Prof. Robert M. Davison of the City University of Hong Kong will deliver a keynote speech on research integrity from a journal editor’s perspective. Prof. Christy M. K. Cheung of Hong Kong Baptist University will deliver the keynote speech on technology use, successful aging, and well-being. In addition to the keynote speeches, the conference program includes parallel paper presentation sessions, workshops, a doctoral consortium, and other academic and social activities.

The annual conference of ICEB is an excellent opportunity for scholars to share research ideas, learn about the latest developments in the field, and engage in meaningful conversations with leading researchers from

around the world. In this conference, there are over 200 registered scholars from 16 countries or regions. This year, the Best Paper Award Committee selected 12 papers to receive the awards. The sessions containing these papers are identified in the program schedule, and participants are encouraged to attend these sessions and interact with the award-winning authors. After the conference, 124 titles are included in the final proceedings book with a total of 1371 pages.

Finally, on behalf of the entire Conference Committee, we sincerely thank you for attending ICEB 2026 in Beijing. Without your participation, this conference would not be possible. We also thank all keynote speakers, presenters, reviewers, program committee members, Best Paper Award Committee members, track chairs, session chairs, sponsors, co-organizers, and volunteers who have contributed their time and effort to this conference. We are especially grateful to Beihang University and the School of Economics and Management for their generous support in hosting ICEB 2026. We hope you enjoy the academic program, the campus of Beihang University, and the city of Beijing. We look forward to fruitful discussions during the conference and to seeing you again at future ICEB conferences.

Sincerely yours,

Eldon Y. Li

Eldon Y. Li
ICEB Honorary President
Chair Professor
College of Management
National Chung Cheng University
Taiwan, R.O.C.



Gordon J.X. Hao

Gordon J.X. Hao
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July 2026 in Beijing, China

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