



The Twenty-Second International Conference on Electronic Business

Programme Book

ICEB'22

Bangkok, Thailand

13-17 October 2022

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Welcome Message

Welcome to the 22nd International Conference on Electronic Business (ICEB 2022) hybrid conference. Celebrating its 22nd anniversary, the ICEB is held this year virtually again by the University of Hong Kong Business School and physically by the Thammasat University Business School in Bangkok, Thailand. This year's conference theme is "New Challenges and Opportunities for Post-pandemic E-Business". We received 102 submissions, and 91 papers were accepted into the final program, which consisted of 28 sessions. The topic areas of the papers in this conference include AI and its applications, Big data analytics and business intelligence, Blockchain and its applications, Collaborative commerce and sharing economy, COVID pandemic e-business issues, Cross-border e-commerce, Digital marketing and consumer behavior, Digital transformations in enterprises, E-entrepreneurship and innovations, E-healthcare and gerontechnology, E-learning and COVID-19, ESG and public issues, Finance-related issues, HRM-related issues, Knowledge management and sharing, New technology adoption and diffusion, Smart cities and Internet of Things, Smart homes and smart technologies, Social media and social computing, Strategies and models of e-business, Supply chain management, and e-logistics, Virtual communities and social commerce, Web mining and recommendation systems, and other interdisciplinary issues.



At the conference, we have scheduled an opening speaker and four keynote speakers (in the appearance sequence): Prof. Matthieu Guitton, the Chief Editor of *Computers in Human Behavior*; Prof. Robert M. Davison, the Chief Editor of *Information Systems Journal*; Prof. Chris Rowley, the Chief Editor of *Asia Pacific Business Review*; Prof. Chris Westland, the Chief Editor of *Electronic Commerce Research*; Prof. Alain Chong, the Co-Chief Editor of *Industrial Management & Data Systems*. Authors of full papers in this conference are welcome to submit their papers to these journals for publication. Because of the COVID-19 pandemic, all opening/keynote speeches and presentations are delivered with ZOOM software in two virtual meeting rooms. This year's speeches are scheduled in the first two days, considering the time zone differences between the 5 speakers in Canada, Hong Kong, London, Chicago, and China. Presentations are also scheduled so authors from other continents can attend the meetings between 9:00 AM and 6:30 PM in Hong Kong.



The annual conference of ICEB is an excellent opportunity for the scholars like you and me to share research ideas and get informed about the latest development in the fields. In addition, we could meet leading scholars from around the world to establish a research network and engage in future collaborations. In this conference,

there are 96 registered scholars from 26 countries or regions, including Australia, Brazil, Canada, China, Finland, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Japan, Morocco, New Zealand, Philippines, Singapore, South Africa, South Korea, Sweden, Taiwan, Thailand, United Kingdom, Vietnam, and others. This year, the Best Paper Award Committee of 6 members selected one best paper and 6 outstanding papers to receive the awards.



Finally, on behalf of the entire Conference Committee, we thank you for participating in ICEB 2022 hybrid conference. Without your presence, the conference could not be successful. We also thank all the speakers, presenters, reviewers, program committee members, Best Paper Award committee members, and session chairs who have contributed their time and effort to this conference. Furthermore, special thanks go to Prof. Benjamin Yen and his conference team from the University of Hong Kong, who provided the administrative and technical support to execute the ZOOM conference events tirelessly and flawlessly. Also, we thank Ms. Yunu Chen of Plum Season Co., who helped our home office create and manage the payment gateway effectively. Finally, we thank you all for preparing and sharing your research findings in the meetings and look forward to seeing you again in ICEB 2022 at Thammasat University in Bangkok, Thailand.

Sincerely yours,

Eldon Y. Li

Eldon Y. Li
ICEB Honorary President
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National Chung Cheng University, Taiwan

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Peter Ractham
ICEB 2022 Conference Co-Chair
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Opening Address*

Prof. Matthieu Guitton

Faculty of Medicine of Laval University, Canada

Editor-in-Chief, *Computers in Human Behavior*

“Post-Pandemic E-Business: Meeting New Research Challenges”

HK Time: 10/14 FRIDAY 9:00-10:20 AM (Canada Time: Thursday 21:00-22:20 PM)

Abstract:

The Covid pandemic has considerably increased the already important dependency of our daily activities to technology. Technology mediates every aspect of our daily life, and business is no exception. We are now witnessing a massive shift of traditional business activities to new models relying heavily on technology and cyberspace, aka electronic business (e-business). Although e-business existed prior to the pandemic, the post-pandemic reality is giving e-business prevalent importance. The changes in the post-pandemic e-business reality are both changes in scale and complexity, as post-pandemic e-business operates in a hybrid, globalized context and environment. Because of this shift from regular business to e-business, new needs for research are emerging. This presentation explores some of these needs – and challenges – and highlights some strategies that could be implemented to meet them.



Biographical notes:

Matthieu J. Guitton, Ph.D., FRAI, is a Professor at the Faculty of Medicine and at the Graduate School of International Studies of Université Laval, Senior Researcher/Group Leader at the CERVO Brain Research Center (Quebec City, QC, Canada), and Bualuang ASEAN Professor Chair at Thammasat University (Bangkok, Thailand). He has been Secretary (Vice-Dean) of the Faculty of Medicine of Université Laval between 2016 and 2022. A graduate of the Université de Rouen and Université Paris VI, he holds a Ph.D. from the Université de Montpellier (France) and is a Fellow of the Royal Anthropological Institute of Great Britain. He is a former Koshland Scholar/Postdoctoral Fellow of Excellence at the Weizmann Institute of Science (Israel). He is the Editor-in-Chief of the “Computers in Human Behavior” family of journals, which includes “Computers in Human Behavior” (the world-leading journal in the field of cyberpsychology, with an Impact Factor of 8.975) and its Open Access companion, “Computers in Human Behavior Reports” . He also is the Psychology & Technology Section Editor of “Acta Psychologica” and serves on other editorial boards such as “Current Opinion in Behavioral Sciences” or “Advances in Medicine.” He has published over a hundred papers, book chapters, or editorials on subjects as diverse as cyberpsychology (eHealth, digital inequalities, virtual communities, ...), biomedical sciences, cultural studies, or international security. He has acted as a Reviewer for over 100 different journals and is a Reader for several publishing houses, including Nature Publishing

Group. He has been invited by numerous universities worldwide, including in Europe (e.g., the University of Oxford, Russian Academy of Sciences, Bulgarian Academy of Sciences), North America (e.g., Embry-Riddle Aeronautical University, Texas A&M University at Galveston, Université de Montréal), the Caribbean (e.g., Université d'État d'Haïti), Middle-East (e.g., the University of Haifa), or Asia (e.g., Renmin University of China, Thammasat University).

For more information: <https://www.fmed.ulaval.ca/recherche/repertoire-des-professeurs/profil-du-professeur/Matthieu-Guitton/203/>

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Keynote I*

Prof. Robert M. Davison
City University of Hong Kong, SAR China
Editor-in-Chief, *Information Systems Journal*
“An Editor’s Perspective of Information Systems Research”
HK Time: 10/14 FRIDAY 2:00-3:20 PM

Abstract:

In this keynote, I explore the Information Systems (IS) field from the perspective of the editor in chief of the Information Systems Journal, one of the AIS Basket of Eight premier journals. In doing so, my objective is to open up what may be a black box to many researchers by explaining what editors do in a variety of different situations. I will include such topics as motivation (how do researchers motivate their research and what do I as an editor think about that motivation), contributions to theory and practice, rigour and relevance, fit with a particular journal, context where the research is undertaken, bias – whether exercised by researchers or reviewers. I expect that some of the ideas will be controversial and provocative – and so should inspire debate.



Biographical notes:

Prof. Robert Davison is a Professor of Information Systems at the City University of Hong Kong. His research focuses on the use and misuse of information systems, especially with respect to problem solving, guanxi formation and knowledge management, in Chinese organisations. He is particularly known for his scholarship in the domain of action research. Within the AIS, Robert chaired the research ethics committee for many years, and is currently convenor of the College of Senior Scholars. Robert chairs the IFIP WG 9.4 (The Implications of Information and Digital Technologies for Development) and is the Editor-in-Chief of the Information Systems Journal and the Electronic Journal of Information Systems in Developing Countries. As a researcher and as an editor, he seeks to promote both an inclusive and an indigenous perspective to research.

For more information: <http://www.is.cityu.edu.hk/staff/isrobert/>

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Keynote II*

Prof. Chris Rowley

Bayes Business School, City, University of London, UK

Editor-in-Chief, *Asia Pacific Business Review*

“Post-Pandemic E-Business: The Importance of Uncertainty, Culture & Leadership”

HK Time: 10/14 FRIDAY 5:00-6:20 PM (London Time: 10:00-11:20 AM)

Abstract:

Business and management lessons from the Covid-19 crisis need to be learned and applied before organisational ‘refreezing’ post-pandemic. Covid’s impacts were both immediate and longer term. Reluctant organisations and people were collectively pushed towards the uncertainty of resisted online business, working and social practices in a ‘dash to digital’. Yet, there is a wide variety of uncertainty – and ‘avoidance’ of it or ‘comfortableness’ with it. We need to be able to experiment and adapt. The jolt of crisis, such as the pandemic, block familiar paths, encourage exploration of fresh ones and awaken us to possibilities. Also important is social norm shifting. Crisis prompt us to find new and better ways as we try out ideas, develop skills, invest in systems and draw strength from others doing likewise. For example, Lewin’s ‘ice cube’ change metaphor shows that in normal circumstances organisations are ‘frozen’ with culture, structure and practices fairly fixed, ‘unfreezing’ in their own time and way in response to threats. The pandemic led to collective common ‘unfreezing’ and thinking on responses. We need to capitalise on this, such as forging better, more meaningful, high productivity working, before ‘refreezing’ starts. Some will build on what has been learnt, while sadly others will scramble to get back to ‘comfort blanket’ of the pre-pandemic ‘ice cube’ shape. Although crisis, like the pandemic, present opportunities, this is only if we actually seize them, meaning being willing to learn and change. This requires effective leadership with a more global outlook and emotional intelligence, conceptual skills and critical thinking.



Biographical notes:

Prof. Chris Rowley is Professor Emeritus of Human Resource Management at Bayes Business School, City, University of London and a visiting fellow at Kellogg College of the University of Oxford. He holds a Ph.D. from Nuffield College, University of Oxford. He is a leading figure in the study of employment and human resource management and business and management in Asia. He was the founding Director of the Centre for Research on Asian Management at Bayes (formerly Cass) Business School. At Bayes, he won several international grants and awards for his research on management in Asia. He has held a number of external and visiting appointments at universities around the world and is currently Visiting Fellow at the Institute of Asia and Pacific Studies at Nottingham University; Adjunct Professor at the Asia Institute and Asian Studies

Department, Griffith University, Australia; and Professorial Fellow, Institute of Hallyu Convergence Research, Korea University in Seoul. He is Editor of the leading academic cross-disciplinary journal on Asia, *Asia Pacific Business Review* and of the *Journal of Chinese Human Resource Management* and serves on many other journal editorial boards. He is Book Series Editor of *Working in Asia* (Routledge), *Asian Studies* (Elsevier) and *Asian Business and Management Studies* (World Scientific Press). He collaborates with a network of international colleagues and thought leaders, such as Dave Ulrich from the US, and has published widely, with over 600 journal articles, books and chapters and other contributions in practitioner journals, magazines and newsletters.

For more information: <https://www.bayes.city.ac.uk/faculties-and-research/experts/chris-rowley/>

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Keynote III*

Prof. J. Christopher Westland

University of Illinois, Chicago, USA

Editor-in-Chief, *Electronic Commerce Research*

“Information Loss and Bias in Likert Survey Responses”

HK Time: 10/15 SATURDAY 9:00-10:20 AM (Chicago Time: Friday 20:00-21:20 PM)

Abstract:

Likert response surveys are widely applied in marketing, public opinion polls, epidemiological and economic disciplines. Theoretically, Likert mapping from real-world beliefs could lose significant amounts of information, as they are discrete categorical metrics. Similarly, the subjective nature of Likert-scale data capture, through questionnaires, holds the potential to inject researcher biases into the statistical analysis. Arguments and counterexamples are provided to show how this loss and bias can potentially be substantial under extreme polarization or strong beliefs held by the surveyed population, and where the survey instruments are poorly controlled. These theoretical possibilities were tested using a large survey with 14 Likert scaled questions presented to 125,387 respondents in 442 distinct behavioral-demographic groups. Despite the potential for bias and information loss, the empirical analysis found strong support for an assumption of minimal information loss under Normal beliefs in Likert scaled surveys. Evidence from this study found that the Normal assumption is a very good fit to the majority of actual responses, the only variance from Normal being slightly platykurtic which is likely due to censoring of beliefs after the lower and upper extremes of the Likert mapping. The discussion and conclusions argue that further revisions to survey protocols can assure that information loss and bias in Likert-scaled data are minimal.



Biographical notes:

Prof. J. Christopher Westland is a Professor in the Department of Information & Decision Sciences at the University of Illinois – Chicago and an Overseas Chair Professor at Beihang University, China. He received a Ph.D. in Computers and Information Systems from the University of Michigan. He is a certified public accountant in the U.S. and a consultant in technology law in the US, Europe, Latin America and Asia. He has advised on patent, valuation and technology strategy for numerous technology firms. He published numerous academic papers and nine books: *Audit Analytics* (Springer 2020), *Structural Equation Modeling* (Springer 2015 and 2nd ed. 2019); *Global Electronic Commerce* (MIT Press 2000); *Global Innovation Management* (Palgrave Macmillan 2nd ed 2017); *Red Wired: China’s Internet Revolution* (Marshall Cavendish,

2010); Financial Dynamics (Wiley 2003); Valuing Technology (Wiley 2002) and Statistical Auditing with R (forthcoming 2018). He was on the faculties at the University of Michigan, University of Southern California, Hong Kong University of Science and Technology, Tsinghua University, University of Science and Technology of China, Harbin Institute of Technology, and other academic institutions. Currently, he is the Editor-in-Chief of Electronic Commerce Research (Springer) and have served on editorial boards of several other information technology journals including Management Science, ISR, ECRA, IJEC, and others.

For more information: <https://business.uic.edu/profiles/j-christopher-westland/>

* Sponsored by the College of Management and the Global Electronic Business Research Center at National Chung Cheng University, Chiayi, Taiwan, R.O.C.

Keynote IV*

Prof. Alain Yee Loong Chong

University of Nottingham–Ningbo, China

Co-Editor-in-Chief, *Industrial Management & Data Systems*

“Opportunities and Challenges in the Age of Artificial Intelligence”

HK Time: 10/15 SATURDAY 3:30 - 4:50 PM

Abstract:

Artificial intelligence (A.I.) is beginning to transform many aspects of business and society with more powerful computers and the availability of big data. Today, we are interacting with A.I. applications such as chatbots who answer our queries, virtual personal assistants such as Cortana, or getting movie or book recommendations from Netflix and Amazon. In this talk, I will present some applications of A.I. in businesses and society and share some of my recent research work in A.I. I will also discuss AI-related ethical challenges, potential coping strategies, and future research agenda.



Biographical notes:

Prof. Alain Yee Loong Chong is a professor in information systems and dean of the Graduate School at the University of Nottingham–Ningbo, China. He obtained his Ph.D. from University of Nottingham and was a postdoctoral research fellow at Hong Kong Polytechnic University. His current research interests include social media analytics, digital transformations, and mobile computing. His work has appeared in *Journal of the Association for Information Systems*, *Information Systems Journal*, *European Journal of Operations Research*, *Information & Management*, *Decision Support Systems*, *Transportations Research Part B: Methodological*, *Annals of Operations Research*, and *International Journal of Operations and Production Management*, among other journals. He currently serves as the co-editor of *Industrial Management & Data Systems*, associate editor of *Information & Management* and *Journal of Computer Information Systems*. He was previously the Senior Editor of *Decision Support Systems*. Alain was named the most cited scholar based in China by Elsevier from 2015 to 2021 and was listed in Stanford University’s top two per cent most-cited scientists

For more information: <https://research.nottingham.edu.cn/en/persons/alain-chong/>

* Sponsored by the College of Management and the Global Electronic Business Research Center at National Chung Cheng University, Chiayi, Taiwan, R.O.C.

ICEB2022 Session Overview (HK Time Zone)

| HK Time | 10/14/2022 Friday =(X) | 10/15/2022 Saturday =(Y) | 10/16/2022 Sunday =(Z) |
|------------------------------|--|---|---|
| HK Time 09:00 -- 10:20 | <p>X1-A^a: OPENING ADDRESS</p> <p><i>“Post-Pandemic E-Business: Meeting New Research Challenges”</i></p> <p>Prof. Matthieu Guitton (Canada Thursday 21:00-22:20) Chair: <i>Peter Ractham</i></p> | <p>Y1-A^a: KEYNOTE III</p> <p><i>“Information Loss and Bias in Likert Survey Responses”</i></p> <p>Prof. J. Chris Westland (USA Friday 20:00-21:20) Chair: <i>Benjamin Yen</i></p> | <p>Z1-A^a: E-learning and COVID-19 PID: 15/15^b, 21/21, 66/66, 102/102 Chair: <i>Hsin-Lu Chang</i></p> <p>Z1-B^a: New technology adoption and diffusion (I) PID: 43/43^c, 76/76, 79/79, 92/92 Chair: <i>William Y.C. Wang</i></p> |
| HK Time 10:30 -- 11:50 | <p>X2-A: COVID pandemic e-business issues (I) PID: 2/2^b, 30/30^c, 47/47[*], 89/89</p> <p>Chair: <i>Keng Leng Siau</i></p> <p>X2-B: Big data analytics and business intelligence PID: 8/8, 50/50, 54/54, 99/99 Chair: <i>Albert Huang</i></p> | <p>Y2-A: E-healthcare and gerontechnology (I) PID: 14/14^b, 56/56, 98/98 Chair: <i>Siriluck Rotchanakitumnuai</i></p> <p>Y2-B: Virtual communities and social commerce PID: 68/68, 97/97 Chair: <i>Victor J.C. Chen</i></p> | <p>Z2-A: Digital marketing and consumer behavior (I) PID: 1/1, 6/6, 10/10, 91/91 Chair: <i>Xiaoyu Xu</i></p> <p>Z2-B: New technology adoption and diffusion (II) PID: 12/12, 17/17, 40/40, 71/71 Chair: <i>Timon C. Du</i></p> |
| HK Time 12:00 -- 13:20 | <p>X3-A: COVID pandemic e-business issues (II) PID: 24/24, 34/34, 61/61[*] Chair: <i>Yue Guo</i></p> <p>X3-B: Strategies and models of e-business PID: 32/32, 62/62, 101/101 Chair: <i>Allen Au</i></p> | <p>Y3-A: E-healthcare and gerontechnology (II) PID: 45/45, 73/73, 87/87, 93/93 Chair: <i>John Hamilton</i></p> <p>Y3-B: Interdisciplinary issues PID: 48/48, 55/55, 78/78 Chair: <i>Pimmanee Rattanawicha</i></p> | <p>Z3-A: Digital marketing and consumer behavior (II) PID: 16/16, 25/25, 39/39, 95/95 Chair: <i>Pei Lee Teh</i></p> <p>Z3-B: Digital transformations in enterprises PID: 13/13[*], 22/22, 81/81, 94/94 Chair: <i>Michael Chau</i></p> |
| HK Time 13:20 -- 14:10 | Lunch break | Lunch break | Lunch break |
| HK Time 14:10 -- 15:30 | <p>X4-A: KEYNOTE I</p> <p><i>“An Editor’s Perspective of Information Systems Research”</i></p> <p>Prof. Robert Davidson</p> | <p>Y4-A: ESG and public issues PID: 27/27, 69/69, 70/70 Chair: <i>Ibrahim M. Al-Jabri</i></p> <p>Y4-B: Cross-border e-commerce PID: 11/11, 18/18, 29/29 Chair: <i>Chong Guan</i></p> | <p>Z4-A: Finance-related issues (I) PID: 5/5, 7/7, 36/36 Chair: <i>She-I Chang</i></p> <p>Z4-B: HRM-related issues (I)</p> |

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|---|---|---|--|
| | (HK 14:10-15:30) Chair: <i>Eldon Li</i> | | PID: 49/49 , 74/74 , 82/82 Chair: <i>Wei-Hsi (Frank) Hung</i> |
| HK Time 15:40 -- 17:00 | X5-A: Supply chain management and e-logistics PID: 42/42 , 60/60 , 63/63 Chair: <i>Benjamin Yen</i> X5-B: Social media and social computing PID: 35/35 , 41/41# ^c , 75/75 , 84/84 Chair: <i>Thurasamy Ramayah</i> | Y5-A: KEYNOTE IV <i>“Opportunities and Challenges in the Age of Artificial Intelligence”</i> Prof. Alain Y.L. Chong (HK 15:40-17:00) Chair: <i>Patrick Chau</i> | Z5-A: Finance-related issues (II) PID: 4/4 , 9/9 , 77/77 , 100/100 Chair: <i>Stuart Orr</i> Z5-B: HRM-related issues (II) PID: 20/20 , 57/57 , 72/72 , 86/86 Chair: <i>Ravi Sharma</i> |
| HK Time 17:10 -- 18:30 | X6-A: KEYNOTE II <i>Post-Pandemic E-Business: The Importance of Uncertainty, Culture & Leadership”</i> Prof. Chris Rowley (UK 10:10-11:30) Chair: <i>Peter Ractham</i> | Y6-A: Smart cities and Internet of Things PID: 38/38 , 44/44 , 65/65 , 85/85 Chair: <i>Honglei Li</i> Y6-B: Smart homes and smart technologies PID: 28/28 , 46/46 , 80/80 Chair: <i>Davit Marikyan</i> | Z6-A: Digital marketing and consumer behavior (III) PID: 58/58 , 59/59 , 67/67 , 83/83 Chair: <i>Vandana Ahuja</i> Z6-B: E-entrepreneurship and innovations PID: 37/37 , 52/52* , 64/64 Chair: <i>Savvas Papagiannidis</i> >>> Please join Session Z6-A at 18:30 for the Closing Ceremony. |
| HK Time 18:30 | End of the day | End of the day | 18:30-18:40 Closing Ceremony |
| Note: | | | |
| a. A and B indicate the ZOOM meeting rooms. For session details, please see the section of “ ICEB 2022 Paper Sessions ” in the Program Book . | | | |
| b. The PID in this table is linked with the paper, as pdf/doc, PDF file (left side) or DOC file (right side). The DOC file is an update of the PDF file. Please try both links to download the paper. | | | |
| c. # indicates the best paper; * indicates an outstanding paper. | | | |
| Room-A | | Room-B | |
| Location: https://hku.zoom.us/j/92579056557?pwd=My9hM GdybzhRUkNOUIRoZnNVbDRqQT09 Meeting ID: 925 7905 6557 Password: (sent to you by email) | | Location: https://hku.zoom.us/j/95121202710?pwd=TU9m MmxOT1JOcWJpZDhkUFM2MIQzdz09 Meeting ID: 951 2120 2710 Password: (sent to you by email) | |

ICEB 2022 ZOOM Conference Information

We hope you are looking forward to ICEB2022 virtual conference in a few days! Please find below some useful information about the conference.

Instructions

1. After entering the ZOOM room, please change your login name to YOUR REAL NAME@AFFILIATION, e.g., "BillClinton@WhiteHouse".
2. Next, please turn off your audio and only turn it on and off when you are asking questions during the Q&A period.
3. Each meeting room will be open at 8:30AM everyday during OCT 14-16 (Friday-Sunday), 2022. Hence, participants can enter the zoom room right after 8:30 AM each day. The session chairs and presenters of that day could enter before 8:50AM for preparation.
4. Participants who got the link can enter the sessions with the password during the whole day event. They are free to come and go.
5. As a session chair or presenter, you should enter the session room 5 minutes or earlier before your session START TIME (HK Time) for preparation. You can use ZOOM Chat function to communicate without disturbing the meeting.

Registration

The payment process for registration and publication fees is open until OCT 13, 2022. Please email the Secretariat at if you need any assistance.

Dress code

Presenters should dress professionally before the camera as your face and background will appear on the screen. Screenshots of the participants in each presentation session will be taken and shared after the conference.

Video recording

During the ZOOM meeting, video recording will be turned off. However, both audio and video interaction modes should be turned on to allow physical identification. If you want to take video recording of your presentation, please set up the camera yourself or have someone stand by you to do it for you.

Presentation times

Each session normally has 4 presentations and each presentation is allocated 20 minutes (15 for presentation and 5 for Q&A). Session with 3 or less papers will have longer discussion time. Please ensure to observe the times and enter the ZOOM meeting room on time.

On the ZOOM meeting screen, the host must turn on "Multiple participants can share simultaneously" option using the up-arrow on the "Share Screen" button. A presenter can open the PowerPoint slides and click the "Share Screen" button to share the slides and make an oral presentation, just as if we are all in a physical

meeting room.

If you are the first time ZOOM user, please review the videos to familiarize yourself with the software at <https://learn-zoom.us/show-me>.

No shows

Please note that all presenters are expected to present their work in person. In case of no-shows, papers will be removed from the formal proceedings even if you have paid the publication fee, and no refund will be honored. If you cannot make it to the conference due to an emergency event, please inform the Secretariat at HKU as soon as possible to retain the publication privilege.

On-line Conference Program & Papers

We are aiming to undertake a sustainable conference. Please visit the link below to access the Program Book, the conference papers, and plan your attendance.

<http://iceb2022.johogo.com/>

Certificate of Presentation

As a presenter, your name is listed in the section of “ICEB 2022 Paper Presenters” to prove your attendance. If you still require a certificate of presentation please email your request with Paper ID to Prof. Eldon Li at eli@calpoly.edu. The certificate will be prepared and emailed to you after the conference.

ICEB 2022 Paper Sessions

| Room-A | Room-B |
|---|---|
| Location: https://hku.zoom.us/j/92579056557?pwd=My9hMGdYbzhRUkNOUIRoZnNVbDRqQT09 Meeting ID: 925 7905 6557 Password: (sent to you by email) | Location: https://hku.zoom.us/j/95121202710?pwd=TU9mMmxOT1JOcWJpZDhkUUFM2MIQzd09 Meeting ID: 951 2120 2710 Password: (sent to you by email) |

Note: The schedule below is based on Hong Kong time. Authors at different time zones could retrieve the time-zone map from either link below to convert the HK time to fit your locations.



<https://iceb2022.johogo.com/res/TimeZoneMap.jpg>

Day 1: October 14, 2022, Friday

HK Time 9:00 AM - 10:20 AM October 14, 2022, Friday (X1)


| | | |
|---|---|---------------------------------|
| Session-Room: X1-A | Chair: Peter Ractham <i>Thammasat Business School, Thailand</i> | Track: "OPENING ADDRESS" |
| (Canada Time Thursday 21:00-22:20) | | |
| Title: "Post-Pandemic E-Business: Meeting New Research Challenges" | | |
| Speaker: Prof. Matthieu Guitton <i>Laval University, Canada</i> | | |

HK Time 10:30 AM - 11:50 AM October 14, 2022, Friday (X2)

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|------------------------------|---|--|--|----------------------|
| Session-Room: X2-A | Chair: Keng Leng Siau <i>City University of Hong Kong</i> | Track: "COVID pandemic e-business issues (I)" | | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 2 | 2 | Buying Behavior during Online Visits at Two Retail Websites: Possible Effects of COVID-19 | Chatpong Tangmanee , <i>Business School, Chulalongkorn University, Thailand</i> | V |
| 30* | 30* |  COVID-19 Accelerated Digital Transformation: The Case of Meituan | Minyi Huang , <i>The University of Hong Kong, Hong Kong</i> Yixin Jian, <i>Guangzhou Maritime University, China</i> Benjamin Yen, <i>The University of Hong Kong, Hong Kong</i> | V |
| 47* | 47* |  Research Hotspots and Trends of Fresh E-Commerce in China: A Knowledge Mapping Analysis based on Bibliometrics and Meta-Analysis | Qiongwei Ye, <i>Yunnan University of Finance and Economics, China</i> Caiming Huang , <i>Yunnan University of Finance and Economics, China</i> Dan Ding, <i>Southwestern University of Finance and Economics, China</i> Qichen Liao, <i>Beijing Foreign Studies University, China</i> Yiu Ching Chan, <i>Au Bet Company; Ke Chuan Holding Co. Ltd., China</i> | V |
| 89 | 89 | The influence of product color displayed on online advertisements and consumer personality on purchase intention during the post pandemic: the moderating role of age and gender | Safae Ait Hamou , <i>Hohai university, Morocco</i> Soukaina Zaoui, <i>Hohai university, China</i> Haiwei Zhou, <i>Business School, Jiangning Campus, Hohai University, Nanjing, China, China</i> Dechun Huang, <i>Hohai university, China</i> | V |
| | | | | |
| Session-Room: X2-B | Chair: Albert Huang <i>University of Pacific, USA</i> | Track: "Big data analytics and business intelligence" | | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |

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|---|------------------------|---|--|----------------------|
| 8 | 8 | Research on Technical Analysis of Basketball Match Based on Data Mining | Ji Wen , Hohai University, China Lv Tao, Hohai University, China | V |
| 50 | 50 | Exploring Enterprises Competition: From a Perspective of Massive Recruitment Texts Mining | Lu Liu , University of Electronic Science and Technology of China, China Jiaming Fang, University of Electronic Science and Technology of China, China Liangqiang Li, Sichuan Agricultural University, China | V |
| 54 | 54 | Sales Forecasting of Stores in Shopping Malls: A Study based on External Data and Transaction Data | Qiongwei Ye, Yunnan University of Finance and Economics, China Qiang Yuan , Yunnan University of Finance and Economics, China Dan Ding, Southwestern University of Finance and Economics, China Qichen Liao, Beijing Foreign Studies University, China Yiu Ching Chan, Au Bet Company, Ke Chuan Holding Co. Ltd, China | V |
| 99 | 99 | Finding Customer Behavior Insights for Content Creation in Material and Product Sourcing Using Specialized Topic Analysis | Noptanit Chotisarn , Department of Management Information Systems, Thammasat Business School, Thammasat University, Thailand Phanuphong Siriphongwatana, Data Science and Innovation Program, College of Interdisciplinary Studies, Thammasat University, Thailand Phattranit Thanisuwiphat, Data Science and Innovation Program, College of Interdisciplinary Studies, Thammasat University, Thailand Sarun Gulyanon, Data Science and Innovation Program, College of Interdisciplinary Studies, Thammasat University, Thailand Winai Nadee, Department of Management Information Systems, Thammasat Business School, Thammasat University, Thailand | P |
| HK Time 12:00 PM - 1:20 PM October 14, 2022, Friday (X3) | | | | |
| Session-Room: X3-A | | Chair: Yue Guo Southern University of Science and Technology, Shenzhen | Track: "COVID pandemic e-business issues (II)" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 24 | 24 | The Effect of Pandemic and Website Information on Consumers' Perceived Satisfaction in the Hotel Industry: An Exploratory Study Focusing on E-marketplace Consumers in South Korea | Kwonneung Joo, Korea Advanced Institute of Science and Technology (KAIST), South Korea Jooyoung Kim , Korea Advanced Institute of Science and Technology (KAIST), South Korea Hangjung Zo, Korea Advanced Institute of Science and Technology (KAIST), South Korea | P |
| 34 | 34 | Understanding Work Behaviors in Remote Work Environments During the COVID 19 Pandemic: Transaction Cost Theory Perspective | Xi Chen , Department of Management Information Systems, College of Commerce, National Chengchi University, Taiwan Wei-Hsi Hung, Department of Management Information Systems, College of Commerce, National Chengchi University, Taiwan | V |
| 61* | 61* |  Health-Related Misinformation Sharing on social media In Thailand: A Case Study During the Covid-19 Pandemic. | Wijitra Kongkauropham , Thammasat Business School, Thammasat University, Thailand Peter Ractham, Thammasat Business School, Thammasat University, Thailand Laddawan Kaewkitipong, Thammasat Business School, Thammasat University, Thailand Eric M.P. Chiu, Graduate Institute of National Policy and Public Affairs, National Chung Hsing University, Taiwan | P |

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|---|---|---|--|----------------------|
| | | | Sirikorn Namlabut, <i>Thailand Professional Qualification Institute (Public Organization), Thailand</i> | |
| | | | | |
| Session-Room: X3-B | Chair: Allen C.H. Au <i>Department of Information Management, National Chung Cheng University</i> | | Track: "Strategies and models of e-business" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 32 | 32 | An Economic Analysis of Software Piracy in a Competitive Cloud Computing Market: A Product Bundling Perspective | Zhiyuan Liu, <i>Beijing Jiao Tong University, China</i> Yuexiang Yu, <i>Beijing Jiao Tong University, China</i> Jikun Lv, <i>Beijing Jiao Tong University, China</i> Xiong Zhang , <i>Beijing Jiao Tong University, China</i> | V |
| 62 | 62 | The impact of emotionally negative online reviews on consumer purchase intentions | Yilu Sun, <i>Sichuan University, China</i> Ying Zhao, <i>Sichuan University, China</i> Yao Ma , <i>Sichuan University, China</i> | V |
| 101 | 101 | An Analysis of YouTuber's Collaboration towards Audience Engagement | Sukritta Hankunaseth, <i>Thammasat Business School, Thammasat University, Thailand</i> Winai Nadee , <i>Thammasat Business School, Thammasat University, Thailand</i> | V |
| Please go to Room-A for keynote speech at 2:10 PM. | | | | |
| HK Time 2:10 PM - 3:30 PM October 14, 2022, Friday (X4) | | | | |
| Session-Room: X4-A | Chair: Eldon Y. Li <i>National Chung Cheng University, Chiayi</i> | | Track: "KEYNOTE I" | |
| (HK Time 14:10-15:30) Title: "An Editor's Perspective of Information Systems Research" Speaker: Prof. Robert Davidson <i>City University of Hong Kong, SAR China</i> | | | | |
| HK Time 3:40 PM - 5:00 PM October 14, 2022, Friday (X5) | | | | |
| Session-Room: X5-A | Chair: Benjamin P.C. Yen <i>University of Hong Kong</i> | | Track: "Supply chain management and e-logistics" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 42 | 42 | Research on Promotion Mode of Dual Channel Supply Chain Considering Consumer Channel Preference | Junlin Chen , <i>Sichuan Agricultural University, China</i> Wei Gao, <i>Sichuan Agricultural University, China</i> | V |
| 60 | 60 | Modeling IoT Enablers for Humanitarian Supply Chains Coordination | Mohammad Reza Sadeghi Moghadam, <i>University of Tehran, Iran</i> Iman Ghasemian Sahebi, <i>University of Tehran, Iran</i> Behzad Masoomi, <i>University of Tehran, Iran</i> Mahdi Azzavi, <i>University of Qom, Iran</i> Ali Anjomshoe , <i>Thammasat Business School, Thailand</i> Ruth Banomyong, <i>Thammasat Business School, Thailand</i> Peter Ractham, <i>Thammasat Business School, Thailand</i> | V |
| 63 | 63 | Building resilient supply chain through Bricolage during global pandemic | Hung-Hsing Yang , <i>National Chengchi University, Taiwan</i> | V |
| | | | | |
| Session-Room: X5-B | Chair: Thurasamy Ramayah <i>Universiti Sains Malaysia, Penang, Malaysia</i> | | Track: "Social media and social computing" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 35 | 35 | Are You a Robot?: Consumer Perception of Highly Human-like Virtual Influencers | Dohee Kim, <i>Korea Advanced Institute of Science and Technology, South Korea</i> Hyunho Park, <i>Korea Advanced Institute of Science and</i> | P |

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|--|---|---|--|----------------------|
| | | | <i>Technology, South Korea</i> Jeonghu Pak , <i>Korea Advanced Institute of Science and Technology, South Korea</i> | |
| 41# | 41# |  Would you mind your language, please? Consumer Incivility on Social Media Platforms | Maqsood Bhutto , <i>School of Business and Economics, University of Jyväskylä, Finland</i> Aijaz Shaikh , <i>School of Business and Economics, University of Jyväskylä, Finland</i> Heikki Karjaluoto , <i>School of Business and Economics, University of Jyväskylä, Finland</i> | V |
| 75 | 75 | Developing of Conceptual Framework for Social Media Data Sharing | Siriluck Rotchanakitumnui , <i>Thammasat Business School, Thailand</i> Fredric Swierczek , <i>Thammasat Business School, Thailand</i> Mark Speece , <i>Thammasat Business School, Thailand</i> | V |
| 84 | 84 | Improving Spam Filtering in Enterprise Email Systems with Blockchain-Based Token Incentive Mechanism | Xiaoying Xu , <i>South China University of Technology, China</i> Minghao Tian , <i>South China University of Technology, China</i> Zhihong Li , <i>South China University of Technology, China</i> | V |
| Please go to Room-A for keynote speech at 5:10 PM. | | | | |
| HK Time 5:10 PM - 6:30 PM October 14, 2022, Friday (X6) | | | | |
| Session-Room: X6-A | Chair: Peter Ractham <i>Thammasat Business School, Thailand</i> | | Track: "KEYNOTE II" | |
| (UK Time 10:10-11:30) Title: "Post-Pandemic E-Business: The Importance of Uncertainty, Culture & Leadership" Speaker: Prof. Chris Rowley <i>Bayes Business School, City, University of London, UK</i> | | | | |
| Day 2: October 15, 2022, Saturday | | | | |
| HK Time 9:00 AM - 10:20 AM October 15, 2022, Saturday (Y1) | | | | |
| Session-Room: Y1-A | Chair: Benjamin Yen <i>University of Hong Kong</i> | | Track: "KEYNOTE III" | |
| (USA Time Friday 20:00-21:20) Title: "Information Loss and Bias in Likert Survey Responses" Speaker: Prof. J. Chris Westland <i>University of Illinois at Chicago, USA</i> | | | | |
| HK Time 10:30 AM - 11:50 AM October 15, 2022, Saturday (Y2) | | | | |
| Session-Room: Y2-A | Chair: Siriluck Rotchanakitumnui <i>Thammasat Business School, Thailand</i> | | Track: "E-healthcare and gerontechnology (I)" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 14 | 14 | Patient's Medical Choice Behavior and Inter-Channel Trust Transfer on Internet Medical: An empirical study from the perspective of trust | Xiaobei Liang , <i>School of Economics & Management, Tongji University, China</i> Chuyang Xie , <i>School of Economics & Management, Tongji University, China</i> Li Tang , <i>School of Economics & Management, Tongji University, China</i> | V |
| 56 | 56 | Research on the Influencing Factors of Demand for Elderly Care Services Based on Data of Elderly Care Service Information System | Fan Ke , <i>Sichuan University, China</i> Luoming Liang , <i>Sichuan University, China</i> | V |
| 98 | 98 | Care for Women's health: Does Internet Use lead to Improvement of Health Status Among Rural Women? | Lifang Peng , <i>Xiamen University, China</i> Na Zhang , <i>Xiamen University, China</i> | V |

| Session-Room: Y2-B | | Chair: Victor J.C. Chen <i>National Cheng Kung University, Tainan, Taiwan</i> | Track: "Virtual communities and social commerce" | |
|---|------------------|--|--|----------------|
| PID ^a | | Paper Title | Authors | M ^b |
| PDF ^a | DOC ^a | | | |
| 68 | 68 | Exploring users' trust transfer mechanism in food delivery app | Trang Nguyen , <i>University of Economics Ho Chi Minh City (UEH), Viet Nam</i> Xuan Tai Mai, <i>FPT University, Vietnam, Viet Nam</i> | V |
| 97 | 97 | Factors Influencing the Satisfaction of Chat Commerce Usage Experience in Thailand: A Covid Necessitated E-Business Platform | Eralp Gullep , <i>ABAC University, Thailand</i> | V |
| HK Time 12:00 PM - 1:20 PM October 15, 2022, Saturday (Y3) | | | | |
| Session-Room: Y3-A | | Chair: John Hamilton <i>James Cook University, Australia</i> | Track: "E-healthcare and gerontechnology (II)" | |
| PID ^a | | Paper Title | Authors | M ^b |
| PDF ^a | DOC ^a | | | |
| 45 | 45 | Gerontechnology acceptance of smart homes: A systematic review and meta-analysis | Roberto Louis Forestal , <i>National Chung Cheng University, Taiwan</i> Eldon Y. Li, <i>National Chung Cheng University, Taiwan</i> | V |
| 73 | 73 | Exploring Achievement Gamification on Online Medical Quality Based on Machine Learning and Empirical Analysis | Shuqing Chen , <i>School of Management, School of Medicine and Health, Harbin Institute of Technology, China</i> Xiaofei Zhang, <i>Nankai University, China</i> Xitong Guo, <i>School of Management, Harbin Institute of Technology, China</i> Kee-Hung Lai, <i>Faculty of Business, The Hong Kong Polytechnic University, Hong Kong</i> | V |
| 87 | 87 | Healthcare Gamification: Science Mapping The Body Of Literature | Franklin Jean Machado , <i>Escola de Administração de Empresas de São Paulo da Fundação Getúlio Vargas - EAESP/FGV, Brazil</i> Otávio Sanchez, <i>Escola de Administração de Empresas de São Paulo da Fundação Getúlio Vargas - EAESP/FGV, Brazil</i> | V |
| 93 | 93 | Usability Evaluation of a Mobile Health Application by Older Adults in Thailand | Ganokporn Maphundoong, <i>Thammasat Business School, Thailand</i> Laddawan Kaewkitipong , <i>Thammasat University, Thailand</i> Eric M.P. Chiu, <i>Graduate Institute of National Policy and Public Affairs, National Chung Hsing University, Taiwan</i> | V |
| Session-Room: Y3-B | | Chair: Pimmanee Rattanawicha <i>Chulalongkorn University, Thailand</i> | Track: "Interdisciplinary issues" | |
| PID ^a | | Paper Title | Authors | M ^b |
| PDF ^a | DOC ^a | | | |
| 48 | 48 | Fur babies, education, and age: Finding meaning in survey response rates. | Suzie Pont , <i>James Cook University, Australia</i> Michael Underdown, <i>James Cook University, Australia</i> John Hamilton, <i>James Cook University, Australia</i> Singwhat Tee, <i>James Cook University, Australia</i> Stephen Maxwell, <i>James Cook University, Australia</i> | V |
| 55 | 55 | Transforming Nested Structures of Flowchart into Hierarchical Coloured Petri Nets | Methawi Phokhai , <i>Chulalongkorn, Thailand</i> Wiwat Vatanawood, <i>Chulalongkorn, Thailand</i> | V |
| 78 | 78 | Promoting consumers' online brand attention – the study of spatiotemporal | Tingting Zhang , <i>University of Science and Technology Beijing, China</i> | V |

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| | | analysis in regional apples | William Yu Chung Wang, <i>University of Waikato, New Zealand</i> | |
| HK Time 2:10 PM - 3:30 PM October 15, 2022, Saturday (Y4) | | | | |
| Session-Room: Y4-A | Chair: Ibrahim M. Al-Jabri <i>King Fahd University of Petroleum and Minerals, Saudi Arabia</i> | | Track: "ESG and public issues" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 27 | 27 | ESG governance solution using ERP system based design science research method | Chien Ping Hsieh , <i>National Chengchi University, Taiwan</i> | V |
| 69 | 69 | Digital Inequalities at High Schools in Thailand: A Survey-Based Exploration Leading to Expert-Backed Bridging Strategies | Bob Nanthakorn , <i>Thammasat Business School, Thailand</i> Peter Ractham, <i>Thammasat Business School, Thailand</i> Phatsaporn Suwannakart, <i>Thammasat Business School, Thailand</i> | P |
| 70 | 70 | Effective Online Professional Development Program for Professors: Experiences from a Philippine-based University | Bai Charity Pandita , <i>Ateneo de Davao University and De La Salle University, Philippines</i> | V |
| 27 | | | | |
| Session-Room: Y4-B | Chair: Chong Guan <i>Singapore University of Social Sciences, Singapore</i> | | Track: "Cross-border e-commerce" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 11 | 11 | An Empirical Study on Factors Affecting Purchase Intention of Cross-Border E-Commerce Consumer in Post-pandemic Era | Kun Tian , <i>Wuhan Business University, China</i> Yitang Zeng, <i>Wuhan Business University, China</i> Zhongming Nie, <i>Wuhan Polytechnic, China</i> | V |
| 18 | 18 | Research on User Participation Behavior of Mobile Short Video APPs: Taking Xiaohongshu as an Example | Jiaxin Liu , <i>Sichuan University, China</i> Yijun Liu, <i>Sichuan University, China</i> | V |
| 29 | 29 | Independent Station: A New Model of Cross-border E-commerce | Yazhao Dong , <i>Wuhan Business University, China</i> | V |
| Please go to Room-A for keynote speech at 3:40 PM. | | | | |
| HK Time 3:40 PM - 5:00 PM October 15, 2022, Saturday (Y5) | | | | |
| Session-Room: Y5-A | Chair: Patrick Chau <i>University of Nottingham–Ningbo, China</i> | | Track: "KEYNOTE IV" | |
| (HK Time 15:40-17:00) Title: "Opportunities and Challenges in the Age of Artificial Intelligence" Speaker: Prof. Alain Y.L. Chong <i>University of Nottingham–Ningbo, China</i> | | | | |
| HK Time 5:10 PM - 6:30 PM October 15, 2022, Saturday (Y6) | | | | |
| Session-Room: Y6-A | Chair: Honglei Li <i>Northumbria University, Newcastle Upon Tyne, UK</i> | | Track: "Smart cities and Internet of Things" | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 38 | 38 | Shared E-scooter Service Use Pattern According to City Layout Cluster | Minju Kim , <i>Korea Advanced Institute of Science and Technology, South Korea</i> Yeram Cho, <i>Korea Advanced Institute of Science and Technology, South Korea</i> Hangjung Zo, <i>Korea Advanced Institute of Science and</i> | P |


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| | | | <i>Technology, South Korea</i> | |
| 44 | 44 | Exploration the Future of the Metaverse and Smart Cities | Jie Wang , <i>Nanjing Institute of Technology, China</i> Gabriella Medvegy , <i>University of Pécs, Hungary</i> | V |
| 65 | 65 | Influencing Factors of Resident Satisfaction in Smart Community Services : An Empirical study in ChengDu | Rongxin Jin , <i>Sichuan University, China</i> Yifan Liu , <i>Sichuan University, China</i> Lichen Yang , <i>Sichuan University, China</i> Xiang Chang , <i>Sichuan University, China</i> | V |
| 85 | 85 | Soft Systems Modelling of Design Artefacts for Blockchain-enabled Precision Healthcare as a Service | Arnob Zahid , <i>University of Canterbury, New Zealand</i> Ravishankar Sharma , <i>Zayed University, United Arab Emirates</i> Stephen Wingreen , <i>University of Canterbury, New Zealand</i> Anushia Inthiran , <i>University of Canterbury, New Zealand</i> | V |
| Session-Room: Y6-B | | Chair: Davit Marikyan <i>University of Bristol, UK</i> | Track: "Smart homes and smart technologies" | |
| PID ^a | | Paper Title | Authors | M^b |
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| 28 | 28 | Smart Home on the Rise? The Role of Trust and Privacy in Technology Acceptance of Smart Home Devices | Martin Roloff , <i>Hanover University of Applied Sciences, Germany</i> Fabian Lang , <i>Hanover University of Applied Sciences, Germany</i> | V |
| 46 | 46 | Key Factors of Adopting Energy Management Systems in Building Sector in Taiwan | Chihwei Chang , <i>National Chengchi University, Taiwan</i> Wei-Hsi Hung , <i>National Chengchi University, Taiwan</i> | V |
| 80 | 80 | The Impact of AR Try-on Features on Consumer Satisfaction toward Technology Products | Zhengqiao Xie , <i>Wenzhou Kean University, China</i> | V |
| Day 3: October 16, 2022, Sunday | | | | |
| HK Time 9:00 AM - 10:20 AM October 16, 2022, Sunday (Z1) | | | | |
| Session-Room: Z1-A | | Chair: Hsin-Lu Chang <i>National Chengchi University, Taiwan</i> | Track: "E-learning and COVID-19" | |
| PID ^a | | Paper Title | Authors | M^b |
| PDF ^a | DOC ^a | | | |
| 15 | 15 | Measuring the Modeling Complexity of Microservice Choreography and Orchestration: The Case of E-commerce Applications | Mahtab Haj Ali , <i>University of Ottawa, Canada</i> Razibul Hasan , <i>University of Ottawa, Canada</i> Morad Benyoucef , <i>University of Ottawa, Canada</i> | V |
| 21 | 21 | How Does Covid-19 Disrupt Traditional Success Models: The Case of E-learning | Michel Plaisent , <i>University of Quebec at Montreal, Canada</i> Daniel Tomiuk , <i>University of Quebec at Montreal, Canada</i> Asli Gül Öncel , <i>Galatasaray University, Turkey</i> Younes Benslimane , <i>York University, Canada</i> Prosper Bernard , <i>University of Quebec at Montreal, Canada</i> Cataldo Zuccaro , <i>University of Quebec at Montreal, Canada</i> | V |
| 66 | 66 | Competence Recharging in The Pandemic: The Role of Social Support, Motivation, Organizational Culture, and Self-Awareness | Gita Aulia Nurani , <i>National Chung Cheng University, Taiwan & Universitas Muhammadiyah Surakarta, Indonesia</i> Susatyo Yuwono , <i>Universitas Muhammadiyah Surakarta, Indonesia</i> Achmad Dwityanto , <i>Universitas Muhammadiyah Surakarta, Indonesia</i> Rizqi Zulfa Qatrunnada , <i>Universitas Muhammadiyah Surakarta, Indonesia</i> | V |

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| 102 | 102 | Is Online Learning Still Necessary after the Pandemic? A Study of Students' Opinions towards Factors Affecting | <i>Sawitree Boonpatcharanon, Chulalongkorn University, Thailand</i> <i>Pimmanee Rattanawicha, Chulalongkorn University, Thailand</i> <i>Janjao Mongkolnavin, Chulalongkorn University, Thailand</i> <i>Chaiyasut Jongtavornvitaya, Chulalongkorn University, Thailand</i> | V |
| Session-Room: Z1-B | | Chair: William Y.C. Wang <i>University of Waikato, New Zealand</i> | Track: "New technology adoption and diffusion (I)" | |
| PID ^a | | Paper Title | Authors | M ^b |
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| 43* | 43* |  Understanding donation intention in live-streaming from dedication and constraint perspectives | <i>Shih-Wei Chou, Department of Information Management, National Kaohsiung University of Science and Technology Kaohsiung, Taiwan</i> <i>Trieu Nguyen, College of Management, National Kaohsiung University of Science and Technology, Taiwan</i> | V |
| 76 | 76 | FMC: A new method for predicting user satisfaction using a facial movement curve based on 68 facial landmarks features | <i>Kitti Koonsanit, Tokyo Metropolitan University, Japan</i> <i>Vibol Yem, Tokyo Metropolitan University, Japan</i> <i>Nobuyuki Nishiuchi, Tokyo Metropolitan University, Japan</i> | P |
| 79 | 79 | The Impact of Live Streaming Commerce on Customer Purchasing Behavior | <i>Xueting Chi, Wenzhou Kean University, China</i> | V |
| 92 | 92 | Urban Rural Dynamics of Mobile Broadband Diffusion: Analysing the Case of India using Non-linear Models | <i>Ashutosh Jha, SPIJMR, India</i> | V |
| HK Time 10:30 AM - 11:50 AM October 16, 2022, Sunday (Z2) | | | | |
| Session-Room: Z2-A | | Chair: Xiaoyu Xu <i>Xi'an Jiaotong University</i> | Track: "Digital marketing and consumer behavior (I)" | |
| PID ^a | | Paper Title | Authors | M ^b |
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| 1 | 1 | The Value of Additional Reviews in Reputation Systems: Evidence from a Car Review Platform | <i>Xiao Fan, Harbin Institute of Technology, China</i> <i>Ao Sun, Harbin Institute of Technology, China</i> <i>Xudong Liu, Harbin Institute of Technology, China</i> | V |
| 6 | 6 | The Impact of Signal of Project Quality and Creator's Credibility on Crowdfunding Performance based on fsQCA Method | <i>Yuhong Luo, Shenzhen University, China</i> <i>Nianjiao Peng, Shenzhen University, China</i> <i>Xiaona Li, Shenzhen University, China</i> <i>Yuanyue Feng, Shenzhen University, China</i> | V |
| 10 | 10 | An Empirical Research on the Influencing Factors of Consumers' Intention to Use "One-hour E-commerce" — Taking JD Daojia as an Example | <i>Yitang Zeng, Wuhan Business University, China</i> <i>Guanghua Du, Wuhan Donghu University, China</i> <i>Chunhui Tan, Nanchang Institute of Science & Technology, China</i> | V |
| 91 | 91 | RFL-Based Customer Segmentation Using K-means Algorithm | <i>Atena Boubehreje, Qazvin Islamic Azad University, Iran</i> <i>Neda Abdolvand, Al-zahra University, Iran</i> <i>Omid Sojodi Shijani, Qazvin Islamic Azad University, Iran</i> | V |
| Session-Room: Z2-B | | Chair: Timon C. Du <i>Chinese University of Hong Kong</i> | Track: "New technology adoption and diffusion (II)" | |
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| 12 | 12 | Factors Influencing Intention to Purchase through VR Platforms | <i>Sarocha Muensit, Thammasat University, Thailand</i> <i>Mathupayas Thongmak, Thammasat University, Thailand</i> | P |
| 17 | 17 | RFID and Environmental Sustainability: Case of Weatherford Firm in the Oil and Gas Drilling Industry | <i>Rebecca Angeles, University of New Brunswick Fredericton, Canada</i> | V |
| 40 | 40 | A Novel Recommendation System for Music NFT Marketplace | <i>Jing Ren, Singapore University of Social Sciences, Singapore</i> | V |

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| | | | Yimiao Zhang, <i>Singapore University of Social Sciences, Singapore</i> Wenting Liu, <i>Singapore University of Social Sciences, Singapore</i> Swee Won Lo, <i>Singapore University of Social Sciences, Singapore</i> | |
| 71 | 71 | Understanding the Service Gap between Caregivers and Recipients in the Smart Bed System | Eldon Y. Li, <i>National Chung Cheng University, Taiwan</i> Wei-Hsi Hung, <i>National Chengchi University, Taiwan</i> Yu-Wen Huang, <i>Department of Management Information Systems, National Chengchi University, Taiwan</i> Jia-Xiang Chang , <i>Department of Management Information Systems, National Chengchi University, Taiwan</i> | V |
| HK Time 12:00 PM - 1:20 PM October 16, 2022, Sunday (Z3) | | | | |
| Session-Room: Z3-A | | Chair: Pei Lee Teh <i>Monash University, Malaysia</i> | | Track: "Digital marketing and consumer behavior (II)" |
| PID ^a | | Paper Title | Authors | M ^b |
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| 16 | 16 | Social Media Marketing: A Bibliometric Study in Digital Marketing Literatures | Karry Kailin Hsu , <i>Department of Management Information Systems, National Chengchi University, Taipei, Taiwan</i> Wei-Hsi Hung, <i>Department of Management Information Systems, National Chengchi University, Taipei, Taiwan</i> | V |
| 25 | 25 | Research on the Influence of Art Perception on Consumers' Purchase Intention in Online Shopping Environment | Qiaochu Ji , <i>Business School, Sichuan University, China</i> Yongzhong Yang, <i>Business School, Sichuan University, China</i> | V |
| 39 | 39 | Disney plus Hotstar on Twitter: Using Netnography and Word Clouds to gain consumer Insights. | Prerna Arora , <i>Amity University, Uttar Pradesh., India</i> Anurupa Bagchi Singh, <i>Amity Business School, India</i> Vandana Ahuja, <i>Jaipuria Institute of Management, Ghaziabad., India</i> | V |
| 95 | 95 | Understanding Perceived Shopping Effectiveness with Omnichannel: A MOA Theory Perspective | Hoa Pham Thi , <i>Ho Chi Minh City University of Banking, Viet Nam</i> | V |
| HK Time 12:00 PM - 1:20 PM October 16, 2022, Sunday (Z3) | | | | |
| Session-Room: Z3-B | | Chair: Michael C.L. Chau <i>University of Hong Kong</i> | | Track: "Digital transformations in enterprises" |
| PID ^a | | Paper Title | Authors | M ^b |
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| 13* | 13* |  Impact of e-HRM System on Employee Performance | Theppithak Kaewkhamnuan , <i>Thammasat University, Thailand</i> Siriluck Rotchanakitumnuai, <i>Thammasat University, Thailand</i> | P |
| 22 | 22 | Exploration of the Consideration Factors of Pure e-Commerce Business for Transforming into New Retail Model | Shiang-Lin Lin , <i>Department of Information Management, Fu Jen Catholic University, Taiwan</i> Bo-Yi Li, <i>National Chengchi University, Taiwan</i> | V |
| 81 | 81 | The Impact of Live Streaming on the Visit Intention of Audiences in the Tourism Industry Under the Epidemic | Zhihan Liu , <i>Wenzhou-Kean University, China</i> | V |
| 94 | 94 | Using innovative diffusion to introduce data governance for digital transformation during COVID-19 | Hung-Hsing Yang , <i>National Chengchi University, Taiwan</i> | V |
| HK Time 2:10 PM - 3:30 PM October 16, 2022, Sunday (Z4) | | | | |
| Session-Room: Z4-A | | Chair: She-I Chang <i>National Chung Cheng University</i> | | Track: "Finance-related issues (I)" |

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| 5 | 5 | Research on the Impact of Securities Liquidity on Momentum Investment Strategy Returns | Juwen Yang, <i>Sichuan University, China</i> Yongzhong Yang, <i>Sichuan University, China</i> | V |
| 7 | 7 | Research on the Application of Smart Supply Chain Finance in the Financing of Private Scientific and Technological Enterprise | Yaqin Dou, <i>Nanjing Institute of Technology, China</i> Mingxuan Zheng, <i>Southwest Jiaotong University, China</i> Yishen Wu, <i>Nanjing Institute of Technology, China</i> Shaobu Bai, <i>Nanjing Institute of Technology, China</i> | V |
| 36 | 36 | The Impact of Information Systems Vulnerability Announcements on Firms' Market Value | Xueming Niu, <i>Beijing Jiaotong University, China</i> Weihua Li, <i>Beijing Daxing District No. 1 Vocational School, China</i> Jinfeng Zhang, <i>Nankai University, China</i> Xiong Zhang, <i>Beijing Jiao Tong University, China</i> Jianlong Chen, <i>Beijing Jiao Tong University (Weihai), China</i> Haijie Xu, <i>Beijing Jiao Tong University (Weihai), China</i> | V |
| Session-Room: Z4-B | | Chair: Frank W.H. Hung <i>National Chengchi University</i> | Track: "HRM-related issues (I)" | |
| PID ^a | | Paper Title | Authors | M ^b |
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| 49 | 49 | Using text analytics to discover organizational congruences: A study of the Thai IT industry | Buraj Patrakosol, <i>Chulalongkorn University, Thailand</i> | P |
| 74 | 74 | Performance Evaluation on the Implementation of 「Pre-established Medical Processes」 for Nurse Practitioners in the Hospitals | Min-Chen Lu, <i>Nurse Practitioners Section, Ditmanson Medical Foundation Chia-Yi Christian Hospital, Chiayi, Taiwan, Taiwan</i> Ju-Peng Chen, <i>Nursing Department, Chiayi Branch, Taichung Veterans General Hospital, Chiayi, Taiwan, Taiwan</i> Yu-Hsuan Li, <i>Graduate Institute of Healthcare Information Management, National Chung Cheng University, Chiayi, Taiwan, Taiwan</i> Chin-Yeh Lin, <i>Graduate Institute of Healthcare Information Management, National Chung Cheng University, Chiayi, Taiwan, Taiwan</i> Wei-Min Huang, <i>Graduate Institute of Healthcare Information Management, National Chung Cheng University, Chiayi, Taiwan, Taiwan</i> | V |
| 82 | 82 | Preserving Talent: Employee Churn Prediction in Higher Education | Jariya Limjeerajarat, <i>Information Technolgoey Service Centre, Chiang Mai University, Thailand</i> Damrongsak Napatrat, <i>Faculty of Business Administration, Chiang Mai University, Thailand</i> | P |
| HK Time 3:40 PM - 5:00 PM October 16, 2022, Sunday (Z5) | | | | |
| Session-Room: Z5-A | | Chair: Stuart Orr <i>Melbourne Institute of Technology, Australia</i> | Track: "Finance-related issues (II)" | |
| PID ^a | | Paper Title | Authors | M ^b |
| PDF ^a | DOC ^a | | | |
| 4 | 4 | A Mediation–Moderation Framework of Consumers' Intention to Participate in Crowdfunding | Mathupayas Thongmak, <i>MIS Department, Thammasat Business School, Thammasat University, Thailand</i> Nopporn Ruangwanit, <i>Marketing Department, Thammasat Business School, Thammasat University, Thailand</i> Noptanit Chotisarn, <i>MIS Department, Thammasat Business School, Thammasat University, Thailand</i> | V |
| 9 | 9 | Research on Agricultural Supply Chain Finance Supporting Sustainable Poverty | Qiming Zheng, <i>Nanjing Polytechnic Institute, China</i> Mingxuan Zheng, <i>Southwest Jiaotong University, China</i> | V |

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| | | Reduction under the Background of Digital Technology | Yaqin Dou , <i>Nanjing Institute of Technology, China</i> | |
| 77 | 77 | Impact of I-Fintech on the competitiveness of Islamic Finance Firms | Dil Nawaz Hakro , <i>James Cook University, Australia</i> John Hamilton, <i>James Cook University, Australia</i> Singwhat Tee, <i>James Cook University, Australia</i> Michael Underdown, <i>James Cook University, Australia</i> | V |
| 100 | 100 | What Drive the Successes and Adoption of Cryptocurrencies? | Gerrard Li, <i>National Chung Cheng University, Taiwan</i> Cheuk Hang Au , <i>National Chung Cheng University, Taiwan</i> | V |
| Session-Room: Z5-B Chair: Ravi S. Sharma <i>Zayed University, Abu Dhabi, UAE.</i> Track: “HRM-related issues (II)” | | | | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 20 | 20 | Modelling the Mitigation of the Negative Effects on Human Resource Management | Suzie Pont , <i>James Cook University, Australia</i> Michael Underdown, <i>James Cook University, Australia</i> John Hamilton, <i>James Cook University, Australia</i> Singwhat Tee, <i>James Cook University, Australia</i> | V |
| 57 | 57 | Developing & Validating a Scale to Identify the Employability Skill Set Vital for the Frontline Workers: A Case of Hospitals in Delhi/NCR | Swati Sisodia, <i>GD Goenka University, Gurugram, India</i> Neetima Agarwal , <i>Symbiosis International University, Noida, India</i> | V |
| 72 | 72 | Employer branding and employee performance in telecommunication companies | Basma Elmahalawy, <i>Mansoura University, Egypt</i> Ahmed Ebeid , <i>Mansoura University & Egypt-Japan University for Science Technology, Egypt</i> Mohamed Khashan, <i>Mansoura University, Egypt</i> Talaat Asaad, <i>Mansoura University, Egypt</i> | V |
| 86 | 86 | Using AI to study the impact of jobseekers' Facebook profile pictures on recruiters' interview decisions | Shu-Fen Ko , <i>Department of Management Information Systems, National Chengchi University, Taipei, Taiwan</i> Eldon Y. Li, <i>National Chung Cheng University, Chiayi, Taiwan</i> Ya-Ling Wu, <i>Tamkang University, Tamsui, Taiwan</i> | V |
| HK Time 5:10 PM - 6:30 PM October 16, 2022, Sunday (Z6) | | | | |
| Session-Room: Z6-A Chair: Vandana Ahuja <i>Jaipuria Institute of Management, Ghaziabad, India</i> Track: “Digital marketing and consumer behavior (III)” | | | | |
| PID^a | | Paper Title | Authors | M^b |
| PDF^a | DOC^a | | | |
| 58 | 58 | The influence of online Danmu on users' reward behavior—Based on the data of Douyu live broadcast | Jiixin Huang , <i>Sichuan University, China</i> Yuewu Dang, <i>Sichuan University, China</i> Liang Zhou, <i>Sichuan University, China</i> | V |
| 59 | 59 | The learning dimension of digital transformation: Transforming with learning patterns | Jan Aidemark , <i>Linneaus University, Sweden</i> | V |
| 67 | 67 | The Rising of Livestream Business Model: Insights from the Case Study of TikTok in UK | Jianqin Zhao , <i>Northumbria University, United Kingdom</i> Honglei Li, <i>Northumbria University, United Kingdom</i> | V |
| 83 | 83 | “Share for Bargaining?”: A Willingness Model Based on Privacy Computing Theory | Zhonghang Li , <i>School of Information Management Wuhan University, China</i> Feng Liu, <i>School of Information Management Wuhan University, China</i> Tao Liu, <i>School of Information Management Wuhan University, China</i> Zixuan Zhou, <i>School of Information Management Wuhan University, China</i> | V |
| Session-Room: Z6-B Chair: Savvas Papagiannidis <i>Newcastle University, Newcastle upon</i> Track: “E-entrepreneurship and innovations” | | | | |

| | | <i>Tyne, U.K.</i> | | |
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| PID ^a | | Paper Title | Authors | M ^b |
| PDF ^a | DOC ^a | | | |
| 37 | 37 | Sustainable Competitive Advantage in Entrepreneurial Software Firms in Pakistan: Establishing a Conceptual Research Framework | Syeda Arfa Ali , <i>James Cook University, Australia</i> John Hamilton, <i>James Cook University, Australia</i> Singwhat Tee, <i>James Cook University, Australia</i> Michael Underdown, <i>James Cook University, Australia</i> | V |
| 52* | 52* |  The Role of Remixing for Innovation in Online Innovation Communities | Seungyeop Baik , <i>Korea Advanced Institute of Science and Technology, South Korea</i> Sunyoung Choi, <i>Korea Advanced Institute of Science and Technology, South Korea</i> Suho Ahn, <i>Korea Advanced Institute of Science and Technology, South Korea</i> Hangjung Zo, <i>Korea Advanced Institute of Science and Technology, South Korea</i> | P |
| 64 | 64 | Digital Financial Literacy as a Business Model: The Case Study of a FinTech Start-up | Ruilin Zhu , <i>Lancaster University, United Kingdom</i> Smita Paul, <i>Management Consultant, New Zealand</i> Ivan Muck, <i>ff.next, Hungary</i> | V |

HK Time 6:30 PM - 6:40 PM October 16, 2022, Sunday

Please join Session Z6-A at 18:30 for the Closing Ceremony.

^aThe PID in this table is linked with the paper in the PDF format initially submitted by the author. The content was updated later in the DOC format. Please try both links to download the paper.

^bMeeting mode (M)= Virtual (V) or Physical (P).

* denotes the outstanding paper; # is the best paper; **boldfaced name** is the presenter.