# The 22nd Wuhan International Conference on E-Business (WHICEB2023)

# 第二十二届武汉电子商务国际会议

## 国际信息系统协会（AIS）附属会议

## Digital Empowerment for Intelligent Future

## 数字赋能 智创未来



**Chutian Guangdong International Hotel, Wuhan, China**
楚天粤海国际大酒店　　中国武汉

**May 26th- 28th, 2023**
2023 年 5 月 26 日-28 日



**Wechat of WHICEB**

| Wifi Account |
| --- |
| User name: CTYH-Hotel |
| Free connect |

# Conference Organizers

**Conference hosts**

The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China
School of Economics and Management, China University of Geosciences, Wuhan, China
Baden-Wuerttemberg Cooperative State University Heidenheim, Heidenheim, Germany
College of Business, Alfred University, Alfred, New York, USA

**Organizers**

The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China
School of Economics and Management, China University of Geosciences, Wuhan, China

**Conference Co-Chairs**

*Jing Zhao*, Professor, China University of Geosciences, Wuhan, China (**zhao5563@outlook.com**)
*Juergen Seitz*, Professor, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany (**seitz@dhbw-heidenheim.de**)
*Doug Vogel,* Professor, AIS President 2012-2013, Harbin Institute of Technology, China (**isdoug@hit.edu.cn**)

**Conference Honorary Chair**

*Wilfred V. Huang*, Professor, Alfred University, USA (**fhuang@alfred.edu**)

**Program Chair**

*Weiguo(Patrick) Fan*, Professor, University of Iowa, USA (**weiguo-fan@uiowa.edu** )
*Zhen Zhu*, Professor, China University of Geosciences, Wuhan (**zhuzhen2008@gmail.com**)

**Publicity Chair & Proceedings Editor**

*Yiliu (Paul) Tu*, Professor, University of Calgary, Canada (**paultu@ucalgary.ca**)
*Maomao Chi*, Professor, China University of Geosciences, Wuhan  (**chimaomao@aliyun.com**)

**Best Paper Award Committee**

*Patrick Y.K. Chau*, Professor, University of Nottingham - Ningbo China; Editor-in-Chief of **I&M**
*Weiguo (Patrick) Fan*, Professor, University of Iowa, USA
*Doug Vogel*, Professor, Harbin Institute of Technology, China; The President of the AIS for 2012-2013, AIS Fellow
*Chris Westland*, Professor, The University of Illinois at Chicago, USA; Editor-in-Chief of **ECR**
*Christopher Yang*, Professor, Drexel University, USA; Editor-in-Chief of **ECRA**

**Session Chairs**

*Kanliang Wang*, Professor, Renmin University, China  (**kanliang.wang@gmail.com**)
*Jinghua Xiao,* Professor, Sun Yat-Sen University, China  (**lnsxjh@mail.sysu.edu.cn**)
*Xiangbin Yan*, Professor, University of Science and Technology Beijing, China (**xbyan@ustb.edu.cn**)
*Rong Du*, Professor, Xidian University, China  (**durong@mail.xidian.edu.cn**)
*Yi Jiang*, Associate Professor, China University of Geosciences, Wuhan (**wuhanjoey@163.com**)

**International Advisory Board**

Chair：*Joey George*, Professor of Iowa State University, USA, AIS President 2010-2011,
　　　*Robert Kauffman*, Professor, Copenhagen Business School, Danmark
　　　*Chris Westland*, Professor, The University of Illinois at Chicago, USA

**Organization Chair**

*Shuwang Yang,* Professor, China University of Geosciences, Wuhan

**Secretary Team**

*Yao Zhang*, Assistant Professor, China University of Geosciences, Wuhan (**orangeyao@126.com**)
*Jing Wang*, Assistant Professor, China University of Geosciences, Wuhan
*Yating Peng*, Associate Professor, China University of Geosciences, Wuhan
*Fei Wang*, Assistant Professor, China University of Geosciences, Wuhan
*Qian Zhao*, China University of Geosciences, Wuhan


**If you would like to participate in conference WeChat group, please search the account of "wj_happy163", Jing Wang, the secretary of conference will help you.**
如希望加入会议微信群聊，请加微信号"wj_happy163"添加会议秘书王菁老师，她会将大家加入会议群

# Part I.  Schedule at a Glance 日程总览

**Registration & Check in**  会议注册和签到

**May 26th, 2023** 15:30-18:00 Lobby of the Chutian Guangdong International Hotel  楚天粤海国际大酒店大堂
**May 27th, 2023** 08:00-18:00 Lobby of the Chutian Guangdong International Hotel  楚天粤海国际大酒店大堂

### May 26th, 2023: Graduate Students' Workshop
### Themes: Look ahead to future IS research
### 博士论坛，主题：面向未来 IS 研究

**Venue:** China University of Geosciences (Wuhan), Nanwang Hill Campus  中国地质大学（武汉）南望山校区

| Beijing-CST | Panel/Presentation | Conference Hall |
| --- | --- | --- |
| 5/26/2023 9:00-12:00 | Faculty Presentations//学术报告 | **Teaching Building A0116 综合教学楼 A 座** |
| 5/26/2023 13:30-16:30 | Round Table Discussion with Faculties //圆桌讨论 | **Teaching Building A0116 综合教学楼 A 座** |

### May 27th, 2023: The 1st Day of Conference 会议第一天

**Venue:** Chutian Guangdong International Hotel  楚天粤海国际大酒店

| Beijing-CST | Program | Conference Hall |
| --- | --- | --- |
| 5/27/2023 9:00-12:00 | Opening //开幕式<br>Best Paper Announcement //宣布最佳论文<br>Keynote Address //主题报告 | **Chutian Palace Hall, the 3rd Floor 三楼楚天宫** |
| 5/27/2023 13:30-18:00 | China Association for Information Systems (CNAIS) Seminar // **CNAIS 专题研讨会** | **Guest Reception Room, the 3rd Floor 三楼新闻发布厅** |
| | Journal Publishing Workshop//期刊投稿工作坊 | **Guest Reception Room, the 3rd Floor 三楼新闻发布厅** |
| | Data Analytics and Digital Governance Workshop // 数据分析与数字治理专题研讨会 | **Phoenix Singing Hall, the 3rd Floor 三楼凤鸣厅** |
| | Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文 | **Phoenix Singing, Phoenix Ballroom & Chufeng 3 Halls, the 3rd Floor 三楼凤鸣、凤舞和楚风 3 厅** |

### May 28th, 2023: The 2nd Day of Conference 会议第二天

**Venue:** Chutian Guangdong International Hotel  楚天粤海国际大酒店

| Beijing-CST | Program | Conference Hall |
| --- | --- | --- |
| 5/28/2023 9:00-12:00 | CNAIS-WHICEB Forum on China Influence// **CNAIS-WHICEB 中国影响力论坛** | **Eastlake Sea Hall, the 19th Floor 19 楼东湖海厅** |
| | Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文 | **Guest Reception Room, the 3rd Floor 新闻发布厅** |
| 5/28/2023 13:30-18:00 | Information Economics Seminar//信息经济专题研讨会 | **Guest Reception Room, the 3rd Floor 新闻发布厅** |
| | Guidance for Recommended Papers to International Journals// 推荐国际期刊论文辅导专题会 | **Phoenix Singing hall, the 3rd Floor 三楼凤鸣厅** |
| | Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文 | **Phoenix Singing Hall, Phoenix Singing&Phoenix Ballroom Halls, the 3rd Floor 新闻发布、凤鸣和凤舞厅** |

# The 22nd Wuhan International Conference on E-Business (WHICEB2023)

**May 26th- May 28th, 2023**
**Chutian Guangdong International Hotel, Wuhan, China**

## Part II. Conference Program

### Registration & Check in  会议注册和签到

**May 26th, 2023**

🕐 15:30-18:00 Lobby of the Chutian Guangdong International Hotel　楚天粤海国际大酒店

**May 27th, 2023**

🕐 08:00-18:00 Lobby of the Chutian Guangdong International Hotel　楚天粤海国际大酒店

### May 26th, 2023: Graduate Students' Workshop
### Themes: Looking ahead to future IS research
### 【博士论坛，主题：面向未来 IS 研究】

<u>**Venue:**</u> Teaching Building A0116, CUG Nanwang Hill Campus
**会议地点：中国地质大学（武汉）南望山校区综合教学楼 A0116**

> <u>**Transportation:**</u> take a bus to CUG Nanwang Hill Campus from Chutian Guangdong International Hotel (boarding time **08:10**)
>
> 交通指南：在楚天粤海国际大酒店（上车时间 **08:10**）门口，大巴接预约者赴中国地质大学（武汉）南望山校区
>
> 如武汉本市的同学自行前往，请关注二维码后，填写个人信息后，选择访客预约。访问园区填写"南望山校区"，多人同行可添加同行人。选择被访问人"朱镇 189****"。组委会后台开通后即可当日刷身份证进入。具体地点见程序册最后两个位置指南。

**Chair-** *Kanliang Wang* 王刊良**,** Professor, Session Chair, Renmin University of China
　　　*Weiguo Fan***,** Professor, Program Chair, The University of Iowa, USA **(Online)**
　　　*Rong Du* 杜荣 **,** Professor, Session Chair, Xidian University, China **(Online)**

🕐 09:00-09:15　**Opening Comments**
　　　*Kanliang Wang* 王刊良, Professor, Session Chair, Renmin University of China
　　　*Weiguo Fan***,** Professor, Program Chair, The University of Iowa, USA **(Online)**
　　　*Rong Du* 杜荣 **,** Professor, Session Chair, Xidian University, China**(Online)**

🕐 09:15-10:00　**Invited Presentation I and Q&A**
　　– 　报告题目：人工智能大潮的新浪 – ChatGPT（在线报告）
　　*Zong Ling* 凌棕博士，美国 IBM 公司高级工程师/科学家

🕐 10:00-10:45　**Invited Presentation II  and Q&A**
　　– 　发言题目：定量研究中机器学习与结构方程模型的互补应用
　　*Yukun Bao* 鲍玉昆，Professor, Huazhong University of Science and Technology, China

🕐 10:45-11:00　**Take a Break (休息)**

🕐 11:00-11:45   **Invited Presentation Ⅲ and Q&A**
  – 发言题目：增强现实技术在航空运维中的应用：一个实地实验研究
  *Cheng Yi* 易成，Associate Professor, Tsinghua University, China

🕐 12:00-13:30   **Lunch**

🕐 13:30-15:00   **Junior Faculties Talking**
  *Hongpeng Wang* 王洪鹏，Associate Professor, Lanzhou University, China
  *Yicheng Zhang* 张意成，Assistant Professor, Huazhong University of Science and Technology, China
  *Yan Liu* 刘艳，Assistant Professor, Huazhong Agricultutal University, China

🕐 15:00-15:15  **Take a Break (休息)**

🕐 15:15-16:45  **Panel Discussion with Faculties**

**Chair-** *Maomao Chi***,** Professor, China University of Geosciences, Wuhan
**Faculties -** *Kanliang Wang* 王刊良, Professor, Renmin University of China
  *Cheng Yi* 易成，Associate Professor, Tsinghua University, China
  *Zhen Zhu* 朱镇, Professor, China University of Geosciences,Wuhan
  *Bailing Liu* 刘百灵，Professor, Central China Normal University
  *Hongpeng Wang* 王洪鹏，Associate Professor, Lanzhou University, China
  *Yicheng Zhang* 张意成，Assistant Professor, Huazhong University of Science and Technology, China
  *Yan Liu* 刘艳，Assistant Professor, Huazhong Agricultutal University, China

🕐 16:45-16:50  **Group Photo Taking（Front Square of Teaching Building A）**
  **【合影】(公教楼 A 座前广场)**

🕐 17:00   **Taking a bus to the Chutian Guangdong International Hotel for registration**

**欢迎加入博士论坛群（QQ 群号 320043560），参与互动 @入群请注明姓名和学校**

# May 27th, 2023: The First Day of the Conference 会议第一天

<u>Venue:</u> Chutian Guangdong International Hotel

会议室地点：楚天粤海国际大酒店

🕘 09:00-9:20  **Opening  (Chutian Palace Hall, the 3rd Floor)**
**【开幕式致词】（三楼楚天宫）**

**Chair- *Jing Zhao* 赵晶**, Co-Chair, Professor, The Center for International Cooperation in E-Business (CICEB), China University of Geosciences, Wuhan

Welcome –***Lizhe Wang*,** Professor, Vice-president of China University of Geosciences, Wuhan

Welcome –***Doug Vogel*,** Co-Chair, Professor, The President of the AIS for 2012-2013, AIS Fellow, Harbin Institute of Technology, China

Welcome –***Xunhua Guo***, Professor, Tsinghua University, The Secretary General of the CNAIS

Welcome – ***Juergen Seitz*,** Professor, Co-chair of WHICEB2023, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany

🕘 09:20-09:50  **Group Photo Taking & Coffee Break（Hotel Front Square）**
**【合影和茶歇】(酒店门前广场)**

🕘 09:50-10:00  **Best Paper Announcement  (Chutian Palace Hall, the 3rd Floor)**
**【宣布最佳论文】（三楼楚天宫）**

**Chair- *Yiliu Tu*,** Publicity chair of WHICEB2023, Professor, University of Calgary, Canada

🕘 10:00-12:00  **Keynote Address(Chutian Palace Hall, the 3rd Floor)**
**【主题报告】（三楼楚天宫）**

**Chair- *Doug Vogel*,** Co-Chair, Professor, The President of the AIS for 2012-2013, AIS Fellow, Harbin Institute of Technology, China

– ***Keynote speech:*** *From Artificial Intelligence to Augmented Intelligence* **(Online)**
***Balaji Padmanabhan***, Professor, Muma College of Business, University of South Florida, USA

– ***Keynote speech:*** *Innovation in the Digital Era* **(Online)**
***Feng Zhu***, Professor, *Harvard Business School*, USA

🕘 12:00-13:30  **Lunch 午餐    Xiangxie Dining Hall, the 2nd Floor 二楼香榭厅**

🕘 13:30-16:00  **China Association for Information Systems Seminar (Guest Reception Room, the 3rd Floor)**
**【信息系统协会中国分会专题研讨会】（三楼新闻发布厅）**

**Theme:** AI and Management

**Chair- Junjie Wu 吴俊杰,** Professor, Beihang University, China

**Speakers:**

– ***Title:*** *Data Intelligence for Management and Decision*
***Junjie Wu* 吴俊杰,** Professor, Beihang University, China

– ***Title:*** *Development and Application of Blockchain with Big Data Analytics*
***Xi Zhao* 赵玺,** Professor, Xi'an Jiaotong University, China

– ***Title:*** *You Get What You Pay for: Value-aware Recommender Systems*
***Guannan Liu* 刘冠男,** Associate Professor, Beihang University, China

– ***Title:*** *Enhancing Adversarial Robustness of Deep Learning: A Design Science Approach*

*Yidong Chai* 柴一栋**,** Researcher, Hefei University of Technology, China

🕐 13:30-15:40 **Special Address and Concurrent Sessions for Paper Presentation (Phoenix Singing, Phoenix Ballroom & Chufeng 3 Hall, the 3rd Floor)** 【特邀报告与分会场宣读论文】（三楼凤鸣厅、风舞厅和楚风 **3** 厅）

🕐 15:40-16:10 **Coffee Break 茶歇**

🕐 16:10-18:00 **Journal Publishing Workshop(Guest Reception Room, the 3rd Floor) - Chinese workshop** 【期刊投稿工作坊】（三楼新闻发布厅）

**Chair-** *June Wei,* Professor, University of West Florida, USA

    *Doug Vogel***,** Professor, Harbin Institute of Technology, China

**Invited Editors:**

    *Jun Wei*, Professor, University of West Florida, USA

    *Meng Chen*, Associate Professor, University of Science and Technology of China

    *Wen-Lung Shiau*, Professor, Chang Gung University, Taiwan **(Online)**

🕐 15:50-18:00 **Data Analytics and Digital Governance Workshop (Phoenix Singing Hall, the 3rd Floor)** 【数据分析与数字治理专题研讨会】（三楼凤鸣厅）

**Chair-** *Dongxiao Gu* 顾东晓, Professor, Hefei University of Technology, China

**Speakers:**

    – **Title:** *Order Matters: Breaking Cognitive Lock-in through Occasional Preferential Use of A Rival App*

    *Jia Li* 李嘉**,** Professor, East China University of Science and Technology, China

    – **Title:** *Data Analytics in the Social Q&A Context*

    *Yiming Zhao* 赵一鸣**,** Professor, Wuhan University, China

    – **Title:** *Data-driven Gamification Strategies in Healthcare*

    *Xuejie Yang* 杨雪洁**,** Hefei University of Technology, China

    – **Title:** *Bibliometric Analysis on the Research Hotspots of Recommender Systems* **(ID4)**

    *Siting Lin* 林思婷, South China University of Technology, China

    – **Title:** *A Method for Recommending Resources across Virtual Academic Communities based on Knowledge Graphs and Prompt Learning* **(ID46)**

    *Zhihao Chen* 陈志浩, Jiangsu University of Science and Technology, China

    – **Title:** *A Study on Sustainability of Online Medical Platform Consultation Mode Based on Multi-stage Trust Transmission* **(ID111)**

    *Sisi Liu* 刘思思, Shenzhen University, China

🕐 16:00-18:00 **Special Address and Concurrent Sessions for Paper Presentation (Phoenix Ballroom & Chufeng Hall, the 3rd Floor)** 【特邀报告与分会场宣读论文】（三楼风舞厅和楚风厅）

🕐 18:00-18:40 **Reception Xiangxie Dining Hall, the 2nd Floor 二楼香榭厅**

# May 28th, 2023: The Second Day of the Conference 会议第二天

<u>**Venue:**</u> Chutian Guangdong International Hotel

会议室地点：楚天粤海国际大酒店

⊙  09:00-12:00    The 2nd CNAIS-WHICEB Forum on China Influence **(Eastlake Sea Hall, the 19th Floor)**- Chinese Forum

【**CNAIS-WHICEB 中国影响力论坛】(19 楼东湖海厅)-中文会场**

**主题:** 数据智能与智能商务

**主席-** 刘业政，合肥工业大学管理学院教授，CNAIS 副理事长

**特邀嘉宾：**
  – 黄丽华，复旦大学管理学院教授，CNAIS 副理事长
  – 王刊良，中国人民大学商学院教授，CNAIS 副理事长
  – 叶强，中国科学技术大学管理学院教授，CNAIS 副理事长
  – 郭迅华，清华大学经济管理学院教授，CNAIS 秘书长

⊙  09:00-12:00    **Special Address and Concurrent Sessions for Paper Presentation (Guest Reception Room, the 3rd Floor)**
【**特邀报告与分会场宣读论文】（三楼新闻发布厅）**

⊙  12:00-13:30   **Lunch 午餐    Xiangxie Dining Hall, the 2nd Floor 二楼香榭厅**

⊙  13:30-16:00   **Information Economics Seminar (Guest Reception Room, the 3rd Floor) -** Chinese seminar
【**信息经济专题研讨会】（三楼新闻发布厅）-中文会场**

**Theme:** The Role of Information in Shaping Market Interactions 信息经济与市场互动

**Chair-** Zenan Wu 吴泽南**,** Associate Professor, Peking University, China

**Speakers:**

  – ***Tittle:*** *Relational Insurance Contracts in the Digital Economy*
    *Zhuoran Lu* 陆卓然**,** Assistant Professor,  Fudan University, China

  – ***Tittle:***  On the core of markets with co-ownerships and indivisibilities
    *Xiang Sun* 孙祥, Professor, Wuhan University, China

  – ***Tittle:*** Information Favoritism and Scoring Bias in Contests
    *Zenan Wu* 吴泽南**,** Associate Professor, Peking University, China

⊙  13:30-15:40  **Special Address and Concurrent Sessions for Paper Presentation (Phoenix Singing and Phoenix Ballroom Halls, the 3rd Floor)**
【**特邀报告与分会场宣读论文】（三楼凤鸣厅和凤舞厅）**

⊙  15:50-16:10    **Coffee Break 茶歇**

⊙  16:10-18:00  **Guidance for Recommended Papers to International Journals (Phoenix Singing Halls, the 3rd Floor)**
【**推荐国际期刊论文辅导专题会】（凤鸣厅）**

**Chair -** *Zhen Zhu*, Professor, China University of Geosciences, Wuhan, China
**Invited Members:**

  *Juergen Seitz,* Professor, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany

  *Maomao Chi,* Publicity Chair, Professor, China University of Geosciences, Wuhan

  *Zhen Zhu*, Professor, China University of Geosciences, Wuhan, China

🕐 16:00-18:00  **Special Address and Concurrent Sessions for Paper Presentation**
                **(Guest Reception Room and Phoenix Ballroom Halls, the 3rd Floor)**
                【特邀报告与分会场宣读论文】（三楼新闻发布厅和风舞厅）

🕐 18:00-18:40  **Supper, Xiangxie Dining Hall, the 2nd Floor 二楼香榭厅**

# Part III. Panel and Presentation Schedule

## Panel Schedule

**Presentation Session Topics and Chairs**
宣读论文会场主题与分会场主席

| Beijing-CST | Guest Reception Room 新闻发布厅 | Phoenix Singing Hall 凤鸣厅 | Phoenix Ballroom Hall 凤舞厅 | Chufeng 3 Halls 楚风 3 厅 |
|---|---|---|---|---|
| 5/27/2023 13:30-15:40 | | E-business Strategy & Online Marketing *Lu Wang*, Zhongnan University of Economics and Law, China | Digital Empowerment and Social Impact *Xiaobo Xu*, Xi'an Jiaotong-Liverpool University, China | Digital Enablement and Digital Technologies in New Ways *Yi Wang*, Southwestern University of Finance and Economics, China |
| 5/27/2023 16:00-18:00 | | | Engaging Technologies and Human-machine/robot interaction *Juan Chen*, Anhui University of Finance and Economics | Emerging Technologies and Social Commerce, *Hua Liu*, Anhui University, China |
| 5/28/2023 09:00-10:10 | Digital Economy *Cong Cao*, Zhejiang University of Technology, China | | | |
| 5/28/2023 10:30-11:40 | E-business Platform Operations *Lu Wang*, Zhongnan University of Economics and Law, China | | | |
| 5/28/2023 13:30-15:40 | | Healthcare service and IT management *Tailai Wu*, Huazhong University of Science and Technology, China | User Behavior and IT-enabled Education *Ming Yi*, Central China Normal University *Zhao Du*, Beijing Sport University, China | |
| 5/28/2023 16:00-18:00 | Information Systems and Operations Management *Meng Chen* University of Science and Technology of China | | Artificial Intelligence and Computing Complexity *Ling Zhao*, Huazhong University of Science and Technology, China *Guoyin Jiang*, University of Electronic Science and Technology of China | |

# Special Addresses 分会场特邀报告

## Chutian Guangdong International Hotel 楚天粤海国际大酒店

| Beijing-CST | Invited Speaker | Title | Hall |
|---|---|---|---|
| **May 28th 09:00-09:30** | **Liping Qian**, Chongqing University, China | *Crossing Digital Divide: SMEs' Strategy based on Resource Orchestration*<br>*\* Online talking* | **Guest Reception Room** |
| **May 28th 10:30-11:00** | **Jun Wei**, University of West Florida, USA | *Investigation on Factors Impacting Operational Performance in Mobile Intelligent Manufacturing* | |
| **May 28th 16:10-16:40** | **Yiliu Tu**, University of Calgary, Canada | *Price and Service Decisions in a Joint Product Network under Demand Uncertainty* | |
| **May 27th 15:50-16:10** | **Nannan Xi**, Tampere University, Finland | *Metaverse and Consumer Decision Making: Empirical Evidence from Laboratory Experiments*<br>*\* Online talking* | **Phoenix Ballroom Hall** |
| **May 28th 16:10-16:40** | **Liuyi He** Shanghai Jiaotong University, China | *Motivating User-Generated Content: Unintended Consequences of Incentive Thresholds*<br>*\* Online talking* | |

# Paper Presentation

**May 27th- Phoenix Singing Hall, the 3rd Floor of Chutian Guangdong International Hotel**
凤鸣厅，楚天粤海国际大酒店 **3** 楼

**Theme: E-business Strategy & Online Marketing**

**Chair:** Lu Wang, Zhongnan University of Economics and Law, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **13:30** | *How Restaurant Attributes affect Customer Satisfaction: A Study based on Sentiment Analysis, Neural Network Modelling and Kano Model Classification* | **Huijin Lu**, Xi'an Jiaotong-Liverpool University | *43* |
| 13:50 | *Understanding Informational Influence of Influencer Marketing: A Perspective of Information Adoption Model* | **Chang Zhang**, China University of Geosciences, Wuhan | *48* |
| 14:10 | *Research Hotspots and Frontier Analysis of Digital Marketing in China* | **Qingchen Wu**, South China University of Technology | *58* |
| 14:30 | *Research on the Influence of Anchors' Characteristics on Consumers' Impulse Buying from the Perspective of Emotional Contagion* | **Xiaoting Chen**, Nanjing University of Science and **Technology** | *71* |
| 14:50 | *The Effect of Key Opinion Leader Type on Purchase Intention: Considering the Moderating Effect of Product Type* | **Rongkai Zhang**, Shenzhen University | *77* |
| 15:10 | *Does Early-Bird Policy Matter for Equity Crowdfunding Performance: The Moderation Roles of Entrepreneur Gender and Project Types* | **Zhimei Wen**, Tianjin University | *91* |
| **15:30** | **Coffee Break 茶歇** | | |

# Paper Presentation

**May 27th- Phoenix Ballroom Hall, the 3rd Floor of Chutian Guangdong International Hotel**
凤舞厅，楚天粤海国际大酒店 **3** 楼

## Themes: Digital Empowerment and Social Impact
Chair: Xiaobo Xu, Xi'an Jiaotong-Liverpool University, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **13:30** | *Synergizes Hexie Management Framework with Program Management Approach for Industry 4.0 Transformation* | **Xin Wang**, XJTLU University & SICC Ltd. Co. | *10* |
| 13:50 | *How Do Internet-Based Social Networks Affect China's Household Energy Consumption and Energy Equality?* | **Yilan Wang**, China University of Geosciences, Wuhan | *38* |
| 14:10 | *How Industrial Supportive Policies Drive the Corporation Strategic Attention Shifting with Disruptive Technologies: A Case Study of BYD from New Energy Vehicles Industry* | **Yankun Pan**, China University of Geosciences, Wuhan | *49* |
| 14:30 | *An Empirical Study on the Impact of Government Microblogs on Online Engagements during the Covid-19 Outbreak* | **Anqi Nie**, Beijing Foreign Studies University | *55* |
| 14:50 | *The Concept and Connotation of Enterprise Digital Transformation* | **Siting Lin**, South China University of Technology | *57* |
| 15:10 | **\* Best Paper Nomination** *How Could Firm Resilience Benefit from the Coupling Effects of Digital Strategy and Environmental Turbulence? Configuration Analysis based on fsQCA* | **Meiyu Pan**, South China University of Technology | *105* |
| **15:30** | **Coffee Break 茶歇** | | |

## Themes: Engaging Technologies and Human-machine/robot interaction
Chair: Juan Chen, Anhui University of Finance and Economics, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **15:50** | ***Metaverse and Consumer Decision Making: Empirical Evidence from Laboratory Experiments*** <br> *\* Online talking* | **Nannan Xi**, Tampere University, Finland | **Special Address** |
| 16:20 | *How Older Elders' Moments Sharing in SNS Contributes to Their Subjective Well-being?* | **Ru Zhang**, Nanjing University of Aeronautics and Astronautics | *21* |
| 16:40 | *Topics Modeling of Social VR Consumer Opinions* | **Dion Deng**, Tampere University, Finland | *67* |
| 17:00 | *Smarter Or Warmer? The Dual Path Effect of Chatbot Anthropomorphism on User Satisfaction In E-Commerce Platforms* | **Tianqi Zheng**, China University of Geosciences, Wuhan | *76* |
| 17:20 | *When Intelligent Voice Assistants Fail: The Mitigating Role of Verbal and Vocal Warmth* | **Bo Huang**, University of Nottingham Ningbo China | *102* |

# Paper Presentation

**May 27th- Chufeng 3 Hall, the 3rd Floor of Chutian Guangdong International Hotel**
楚风 **3** 厅，楚天粤海国际大酒店 **3** 楼

**Theme: Digital Enablement and Digital Technologies in New Ways**

**Chairs:** Yi Wang, Southwestern University of Finance and Economics, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **13:30** | *Optimal Platform Intrusion and Supplier Selection Strategy Oriented by Fresh Agriculture Product Supply Chains of Different Power-Structure* | **Zhenhai Tan**, Nanchang University | *50* |
| 13:50 | *Research on Influencing Factors of Crowdfunding Performance Using Hierarchical Linear Modeling* | **Qingxiang Li**, Jiangsu University of Science and Technology | *89* |
| 14:10 | *An Empirical Study of Factors Affecting the Performance of IP Derivatives Crowdfunding: A Brand Extension Perspective* | **Maidan Ding**, Huazhong University of Science and Technology | *109* |
| 14:30 | *How Digital Change and Innovation in the Workplace affect Front-Line Employee Retention: A Cross-Sectional Study based on the Aged Care Industry* | **Yuting Feng**, Hefei University of Technology | *13* |
| 14:50 | *How Sense of Power and Status Influence Radical Innovation When Using Enterprise Social Media* | **Peng Yu**, Shandong University of Finance and Economics | *26* |
| 15:10 | *How Does Cover Content Matter for Online Medical Crowdfunding? An Emotion Appeal Perspective* | **Xiaojin Shen**, Tianjin University | *90* |
| **15:30** | **Coffee Break 茶歇** | | |

**Themes: Emerging Technologies and Social Commerce**

**Chair:** Hua Liu, Anhui University, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **16:10** | *A Tripartite View on Performance Matrices of Live Commerce* | **Ruihao Li**, University of Science and Technology Beijing | *9* |
| 16:30 | *Understanding the Role of Social Commerce Engagement in Promoting Physicians' Online Return: A Social Media Affordances Perspective* | **Yabin Yang**, Harbin Institute of Technology | *18* |
| 16:50 | *What is a Better Marketing Strategy for Live Streaming Influencers? A Topic Model of Social Interactions* | **Xiaodong Xie**, Harbin Institute of Technology | *37* |
| 17:10 | *A Study into Sponsorship Disclosure on Video Sharing Platforms: Evidence from Bilibili* | **Chenwei Li**, Xi'an Jiaotong-Liverpool University | *39* |
| 17:30 | *The Impact of Social Network-Based Recommendation on Social Commerce Participation Intention* | **Peiyu Zhao**, Northwestern Polytechnical University | *59* |

# Paper Presentation

**May 28th- Guest Reception Room, the 3rd Floor of Chutian Guangdong International Hotel**
新闻发布厅,楚天粤海国际大酒店 3 楼

**Theme: Digital Economy**

**Chairs:**  Cong Cao, Zhejiang University of Technology, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **9:00** | ***Crossing Digital Divide: SMEs' Strategy based on Resource Orchestration***<br><br>* *Online talking* | **Liping Qian,**<br>Chongqing University | **Special Address** |
| 9:30 | *Investment Strategies of Digital Music Copyright in Uncertain Environment* | **Xixi Wang,**<br>Harbin Institute of Technology | *83* |
| 9:50 | *Role of channel characteristics of the new retail model on brand loyalty* | **Chunliu Gu,**<br>Central University of Finance and Economics | *84* |
| 10:10 | Coffee Break 茶歇 | | |

**Theme: E-commerce Platform Operations**

**Chairs:**  Lu Wang, Zhongnan University of Economics and Law, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **10:30** | ***Investigation on Factors Impacting Operational Performance in Mobile Intelligent Manufacturing*** | **Jun Wei**,<br>University of West Florida, USA | **Special Address** |
| 11:00 | **\* Best Paper Nomination**<br>*Economics of Tradable Digital Tokens on Platforms: Evidence from a Policy Change* | **Yuxin Geng,**<br>Tsinghua University | *42* |
| 11:20 | *The Influence of The Thematic Coherency of CSR Activities on Users' Purchase Intention on E-Commerce Platforms* | **Xvyuge Peng,**<br>China University of Geosciences, Wuhan | *81* |
| 11:40 | Coffee Break 茶歇 | | |

# Paper Presentation

**May 28th- Phoenix Singing Hall, the 3rd Floor of Chutian Guangdong International Hotel**
凤鸣厅，楚天粤海国际大酒店 **3** 楼

**Themes: Healthcare service and IT management**
**Chair:** Tailai Wu, Huazhong University of Science and Technology, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **13:30** | *Understanding First-aid Learning Intention through Using Social Media: Perceptions from External Emergency Events and Individual Internal Changes* | **Huijing Guo**, Harbin Institute of Technology | *28* |
| 13:50 | *Exploring the Role of Shared Leadership in Online Medical Teams: An Empirical Study* | **Wenchao Du**, Harbin Institute of Technology | *51* |
| 14:10 | *How Knowledge Characteristics and Platform Characteristics Drive Users' Purchase Intention of Online Paid Health Knowledge?* | **Yuanlu Li**, Huazhong University of Science and Technology | *54* |
| 14:30 | *Examining the Relative Importance of Factors Influencing Perinatal Anxiety in Different Perinatal Periods During the Covid-19 Pandemic: A Random Forest-based Approach* | **Zhenzhen Zhu**, Shenzhen University | *78* |
| 14:50 | *Research on Information Anxiety in Different Epidemic Prevention and Control States of Public Health Emergency – Based on Information Task Perspective* | **Xiaoying Zheng**, Wuhan University | *79* |
| **15:30** | **Coffee Break 茶歇** | | |

# Paper Presentation

**May 28th- Guest Reception Room, the 3rd Floor of Chutian Guangdong International Hotel**
新闻发布厅，楚天粤海国际大酒店 **3 楼**

**Themes: Information Systems and Operations Management**
**Chair:** Meng Chen, University of Science and Technology of China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **16:10** | ***Price and Service Decisions in a Joint Product Network under Demand Uncertainty*** | **Yiliu Tu,** University of Calgary, Canada | **Special Address** *70* |
| 16:40 | *Stock Price Overvaluation and Digital Transformation Investment of Listed SMEs: Impact Analysis and Path Testing* | **Weiwei Gan,** China University of Geosciences, Wuhan | *8* |
| 17:00 | *Impact of Data Breach on IT Investment: Moderating Role of Buyer-supplier Relationship* | **Meirong Zhou,** Zhejiang University | *17* |
| 17:20 | *Developing IT Ambidexterity: Insights from Knowledge Interaction between CIO and TMT* | **Yiwen Zhang,** Jiangsu University of Science and Technology | *75* |
| 17:40 | *When Should E-Commerce Platform Facilitate Green Information Disclosure? A Game Theoretical Model* | **Jiale Cai,** Northwestern Polytechnical University | *88* |

# Paper Presentation

**May 28th- Phoenix Ballroom Hall, the 3rd Floor of Chutian Guangdong International Hotel**
凤舞厅，楚天粤海国际大酒店 3 楼

**Theme: User Behavior and IT-enabled Education**
**Chairs:**  Ming Yi, Central China Normal University

　　　　 Zhao Du, Beijing Sport University, China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **13:30** | *A Case Study of Collaborative Learning within a Digitalization Learning Environment* | **Xiaoxia Wang,** Beijing Jiaotong University | *14* |
| 13:50 | *Artificial Intelligence in Education: A Systematic Literature Review* | **Jingxuan Wang,** China University of Geoscience, wuhan | *99* |
| 14:10 | *What Students Want: Revealing the Focal Topics of Learners in MOOC Reviews* | **Zhao Du,** Beijing Sport University | *103* |
| 14:30 | **\* Best Paper Nomination** *Understanding Users' Ask Intention on Paid Q&A Platform from the Perspective of Impression Management* | **Peiyao Liang,** Shanghai International Studies University | *35* |
| 14:50 | *Research on the introduction of private brand for e-commerce platform under mixed channels of manufacturer* | **Honglin Zhang,** Xidian University | *85* |
| 15:10 | *The influencing mechanism of social media users' group emotion on the evolution of public sentiment: an analysis of the moderating effect of social presence* | **Jianyue Xu,** Shandong Technology and Business University | *96* |
| **15:30** | **Coffee Break 茶歇** | | |

**Themes: Artificial Intelligence and Computing Complexity**
**Chair:** Ling Zhao,Huazhong University of Science and Technology, China

　　　　 Guoyin Jiang, University of Electronic Science and Technology of China

| Beijing-CST | Paper Title | Presenter | Paper ID |
|---|---|---|---|
| **16:10** | ***Motivating User-Generated Content: Unintended Consequences of Incentive Thresholds*** *\* Online talking* | **Liuyi He** Shanghai Jiaotong University | **Special Address** |
| 16:40 | *Exploring the Effect of Intelligent Recommendation Systems on Users' Emotional Attachment: The Moderating Role of Personality Trait* | **Zhibin Hu**, Guangdong University of Technology | *64* |
| 17:00 | *Research on the Factors Influencing the Financing Performance of Rewarded Crowdfunding - Based on Project Multimodal data Analysis* | **Xin Yang**, Wuhan University | *87* |
| 17:20 | *Examining the Employees Behavior Control in Cloud Computing Performance through the Moderating Lenses of Transformational Leadership* | **Nisar Ahmad**, University of Science and Technology of China | *98* |
| 17:40 | *Tourist Satisfaction Analysis of Rural Cultural Tourism Based on the Enhanced IPA Model* | **Shan Chang**, Hubei University of Economics | *104* |

# **G**uidance map 1    <u>China University of Geosciences, Conference Center at East Campus</u>

**May 26th, 2023: Venue of Graduate Students' Workshop**

Address: No. 388 Rumo Road, Hongshan District, Wuhan City (武汉市洪山区鲁磨路388号)

# Guidance map 2　　May 27th-28th, 2023: <u>The Chutian Guangdong International Hotel</u>

**Address**：No. 181 Eastlake road, Wuchang District, Wuhan City (武汉市武昌区东湖路 181 号)



Hotel

北
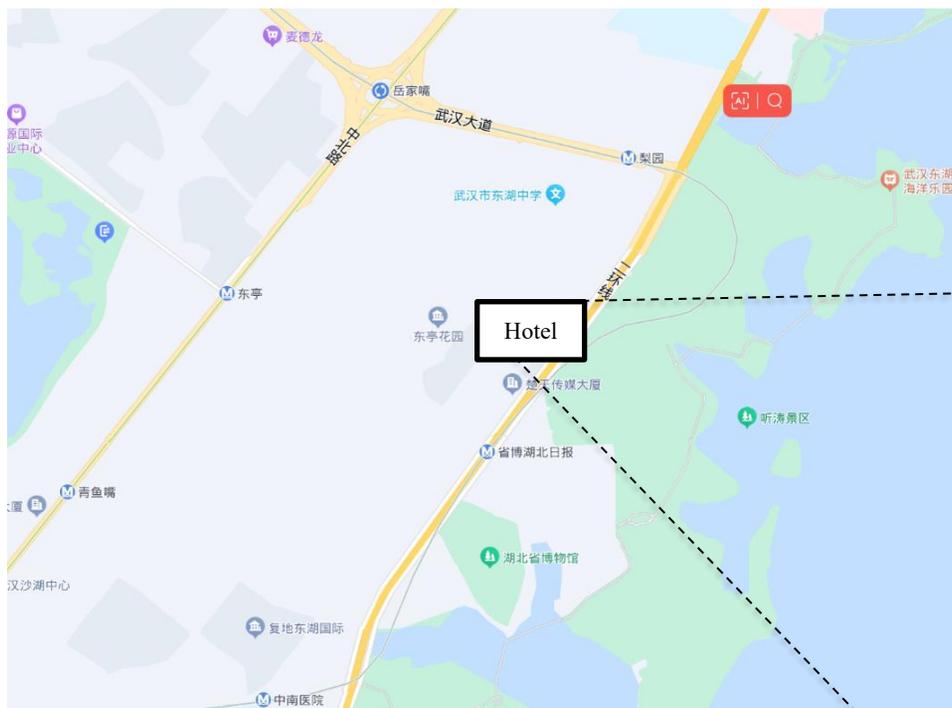
**公共交通提示：** 酒店紧邻地铁 8 号线省博湖北日报社站，D 出口即为酒店
- ✓ 天河机场搭乘 2 号线转 8 号线到达（约 55 分钟）
- ✓ 武汉站搭乘 4 号线转 8 号线到达（约 25 分钟）。
- ✓ 汉口站搭乘 2 号线转 3、8 号线到达（约 35 分钟）

→ 地铁到达后的步行路线（约 100 米）

→ 两个入住酒店的链接路线（约 500 米）

---
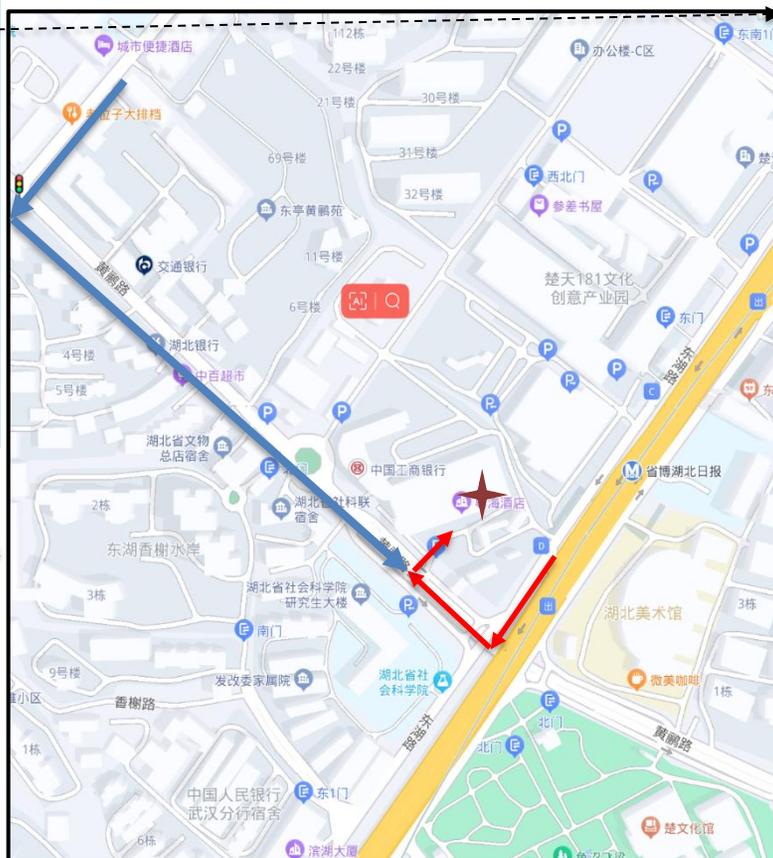
**接驳巴士路线与时间**

1. **5 月 26 日：** 楚天粤海国际大酒店（上车时间 08:10）门口，大巴接预约者赴中国地质大学（武汉）南望山校区参加博士论坛；中国地质大学（武汉）南望山校区公教楼前（上车时间 17:00）大巴接博士论坛参加者返回楚天粤海国际大酒店。
2. **5 月 26 日：** 地大未来城校区（经管学院门口上车时间 07:45）→地大南望山校区参加博士论坛；
3. **5 月 27 日/28 日：** 地大未来城校区（经管学院门口上车时间 07:00）→地大南望山校区（研究生院门口上车时间 07:45）→楚天粤海国际大酒店参加国际会议；楚天粤海国际大酒店（上车时间 19:45）→地大未来城校区

★请注意近期新冠和流感病毒传播，提高防范意识，如有必要会议期间可佩戴口罩。如需各种帮助，请及时与工作人员或带牌志愿者联系。祝愿大家会期愉快！