



CALL FOR PAPER

The 21st Wuhan International Conference on E-Business (WHICEB2022)

An AIS Affiliated Conference

Wuhan, P. R. China, May 27- 29, 2022

<http://whiceb.cug.edu.cn/>

Conference Theme: Digital empowerment for intelligent future

Background: The Wuhan International Conference on E-Business (WHICEB) series is an AIS affiliated conference which has been held successfully since the year of 2000, serving as an annual academic conference for improvement and development of global e-business research, academic exchange, and cooperation. In the coming year of 2022, we will be holding the 21st conference with the topic of '*Digital Empowerment for Intelligent Future*'.

Big data, cloud computing, artificial intelligence and blockchain Technology (namely the ABCD Technology) are stimulating a new round of business innovation in the fields of manufacturing, business, education and personal life. The combination of digitization and intelligentization has created a new growth mode of digital economy. On the basis of the growth model driven by traditional factors such as labor and capital, a new growth mode with two elements of emerging IT technology and data is introduced. Therefore, new business and new rules have been generated and the application scenarios of "Internet plus" are redefined. The enterprises are facing the opportunity to reconstruct a new business model bottom up. Facing the new digital and intelligentized trend, from product or business innovation to organizational and industrial change, many enterprises are actively practicing and providing a large number of new research problems for academic research.

The conference which will be held from May 27 to 29, 2022, will stimulate the vigorous development of academic research and enterprise practices by bringing together E-business, information technology in digitalized and intelligentized situation, and new ideas and discoveries in service, marketing and operation management reform. Scholars in e-commerce, information systems, marketing, strategic management and public management home or abroad are welcome to participate in the conference. The annual conference aims to show innovative scientific research results in the business and economic fields enabled by artificial intelligence, promote interdisciplinary research findings, and share the experience of different countries and regions. English will be the formal language at the conference. World-class scholars in e-business field will be invited to give keynote speeches, workshops on different topics will be organized together with academic institutions located within China or abroad, Doctor consortium will be held at the conference, active youth scholars will be invited to give an individual speech at different sessions, not to mention other enriching activities. All accepted papers will be presented in the respective session. In view of the Covid-19 outbreak, WHICEB2022 will consider organizing academic exchange activities *both online and offline*.

Paper Submission: We accept two types of submissions (full research papers and short research papers) from different aspects of business and from different disciplines. Research methods as case study, modeling, empirical study, on-spot, questionnaire, or experimental study are all welcomed. Conference proceedings will be listed in the Conference Proceedings Citation Index- Science/Social Science & Humanities (CPCI-S or CPCI-SSH, the former Index to Scientific & Technical Proceedings®, ISTEP). The proceedings will also be available at AIS eLibrary (<http://ais.site-ym.com/?AISeLibrary>). Papers accepted at the 20th conference will be submitted to ISI to apply for CPCI-S or CPCI-SSH index.

International Journal Recommendation: Selected best papers from the proceeding will be recommended to the following international academic journals/special issues: Electronic Commerce Research and Applications(SSCI), Electronic Markets(SSCI), Electronic Commerce Research(SSCI), Internet Research (SSCI), Journal of Organizational and End User Computing (SCI & SSCI), Journal of Information & Knowledge Management(EI), International Journal of Networking and Virtual Organizations(EI), Journal of Systems and Information Technology(EI).

Important Dates

Submission deadline for track proposal:	November 15th, 2021
Easychair system open for submission:	December 1st, 2021
Submission deadline for full manuscript:	January 20th, 2022
Acceptance announcement and Registration:	March 15th, 2022
Deadline for final camera-ready paper:	March 31th, 2022
Conference date:	May 27th-29th, 2022

【Call for workshop proposal】

In order to create an academic leading, free communication environment, besides annual workshops for Information Economics Association and CNAIS, we welcome participants to apply for organizing workshops focusing on specific research field, we wish to provide a discussion forum for participants of the same interest.

In order to organize a workshop, a workshop Chair should be recommended with more than 3 participants. We suggest a workshop of either 2.5 hours or 4 hours (time can be prolonged upon request). Relative information as workshop topic, form, time, Chair name and presenter are required to be provided, so that organizing committee will make arrangements accordingly. Anyone interested in organizing a workshop please contact forum Chair Professor Kanliang Wang (kanliang.wang@gmail.com), and Associate Professor Yi Jiang(wuhanjoey@163.com). The deadline for workshop application is no later than March.15th, 2022.

【15 Tracks Call for Paper】

【1】 <u>Conference Theme Track: Digital Empowerment and Social Impact</u>

Topics

1. Digital technologies and digital transformation
2. Digital technologies, business value, and social impact
3. Digital transformation, business value, and social impact
4. Behavior, strategy and alignment in the digital organization
5. Digital change and innovation management
6. Theories of FinTech and innovative applications for FinTech
7. Digital technologies enabled business model innovations
8. Digital entrepreneurship and new business models
9. Artificial intelligence, business value, and social impact
10. Digital technologies project management
11. Digital transformation project management
12. Perspectives and challenges associated with digital empowerment and social impact

Track Co-Chairs

[Xiaobo \(Bob\) Xu](#) Xi'an Jiaotong-Liverpool University, China

[Weivong Zhang](#) Old Dominion University, USA

[Fei Ma](#) Chang'an University, China

[2] Artificial intelligence & IoT (AIoT) enabled Business Innovation

Topics

1. Exploratory research of typical cases of AI enabled business innovation
2. Theories and methodologies of AI enabled service/product innovations, including smart product development and software development
3. Data analysis methods and algorithms in the context of AI enabled business innovation
4. Consumer psychology and behavior in AI context, e.g., human-machine interactions, consumer decision making assisted by AI
5. Paradoxical effects of AI technologies on organizational activity
6. Emergence of collaboration between human service staff and AI and their impact on working and organizing
7. AI explainability in AI enabled business innovation
8. Emergence and evolution of platforms, ecosystems, and markets shaped by AI technologies
9. The competition and collaboration between firms in the AI-driven ecosystems
10. Privacy and information security in the context of AI enabled business innovation
11. Ethical and moral issues in AI enabled business innovation

Track Co-Chairs

- [Yaobin Lu](#) Huazhong University of Science & Technology, China
[Ling Zhao](#) Huazhong University of Science & Technology, China
[Jiang Wu](#) Wuhan University, China

[3] Data analytics/intelligence for behavioral studies and service innovation

Topics

1. Fundamentals for data analytics in behavioral studies
2. Behavioral analytics
3. Deep learning and machine learning in behavioral studies
4. Explainable AI for behavioral studies
5. Active learning for service innovation
6. Intelligent recommender systems
7. Health intelligence, medical informatics and smart health
8. Smart agingcare and service innovation
9. Predictive analytics for service innovation
10. Text mining and sentiment analysis for behavioral studies
11. Business analytics for behavioral studies and service innovation
12. Big data processing, management and intelligent service
13. Data mining and knowledge service
14. Data-driven social networks analysis
15. Other issues in behavioral studies and service innovation

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- [Dongxiao Gu](#) Hefei University of Technology, China
[Ying Yang](#) Hefei University of Technology, China
[Yiming Zhao](#) Wuhan University, China
[Shuping Zhao](#) Hefei University of Technology, China

【4】 Digital Enablement and Digital Governance

Topics

1. IS/IT for sustainability
2. IS/IT for resilience
3. Digital health management
4. Societal impacts of digital technologies
5. The dark side of technology and digital engagement on user behaviors and outcomes
6. Security, privacy, and ethical issues in e-business
7. Digital technologies and social justice
8. Emerging technologies and their influence on user behaviors, user engagement, and outcomes
9. Digital innovation, entrepreneurship, and new business models in e-business
10. Cross-cultural effects of user behaviors
11. Governance and strategy of digital transformation
12. Online customer misbehavior
13. Cyberfraud and mis-/dis-information in e-business
14. Digital divide
15. Cyberbullying, online harassment and hate speech, etc.
16. Cyberslacking/Cyberloafing
17. Technology addiction and technostress
18. IT abuse
19. Data and algorithm governance
20. Information leakage

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[Zhongyun \(Phil\) Zhou](#) Tongji University, China

[Xiao-Liang Shen](#) Wuhan University, China

[Yongqiang Sun](#) Wuhan University, China

[Xiao-Ling Jin](#) Shanghai University, China

【5】 Digital Economy and Sustainable Development

Topics

1. Trust and risk management in digital economy
2. Digital transformation and digital economy
3. Human life, interpersonal communication, work in digital transformation
4. Applications of big data, cloud computing, artificial intelligence and blockchain in sustainable development
5. IS for sustainable decision making
6. Data-driven decision making
7. Safety, security, and privacy of data-driven technology
8. Analytics that address societal issues such as the digital divide and polarization
9. Interplay between individual user behaviours and technology
10. Dark side of technology and digital engagement on user behaviours and outcomes

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[Cong Cao](#) Zhejiang University of Technology, China

[Jun Yan](#) University of Wollongong, Australia

[Mengxiang Li](#) Hong Kong Baptist University, China

[Xiuyan Shao](#) Southeast University, China

【6】 Digital Platform and Digital Innovation

Topics

1. Boundary resources, such as application programming interfaces (APIs), and third-party innovations
2. Platform governance and third-party innovations
3. Orchestration of value co-creation in platform innovation ecosystems
4. Evolutionary pattern and dynamics of digital platforms
5. Digital transformation towards platform-based digital innovation
6. Cooperation between platform owners and complementors in digital innovation
7. Intra-platform competition and cooperation, or coopetition among complementors
8. Technical cognition and innovation process by complementors

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[Erika Valderrama](#) Umeå University, Sweden

[Fabio Neves da Rocha](#) Umeå University, Sweden

[Hengqi Tian](#) Umeå University, Sweden

【7】 E-business Strategy & Digital Marketing

Topics

1. WOM strategy and online review effectiveness
2. Online product strategy and diversified users
3. Advertising/promotion strategy of diversified firms in online market
4. Firm's innovation strategy in e-business platform markets
5. The relationship of firm performance and big data application
6. The difference of advantageous and less advantageous firms in e-business market
7. Platform traffic strategy
8. Competitive and cooperative mechanism design of sharing economy
9. How to integrate online, social media, and mobile marketing strategies of e-business firms
10. How to develop firm strategy based on insights about consumers
11. How to identify the tradeoffs between managerial judgement and insights from consumers

Track Co-Chairs

[Xiaoling Li](#) Chongqing University, China

[Lu Wang](#) Zhongnan University of Economics and Law, China

【8】 Enterprise social media

Topics

1. Concepts and theories related to ESM
2. Innovation in ESM
3. ESM strategy, approaches, and policies
4. Business value and organizational impacts of ESM

5. Behavioral issues in ESM
6. Impacts of ESM on employees and teams
7. Dark sides of ESM
8. Managerial challenges brought by ESM
9. Knowledge management and ESM
10. ESM and communication, socialization, and etc.

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- [Yi Wang](#) Southwestern University of Finance and Economics, China
[Yuan Sun](#) Zhejiang Gongshang University, China
[Si Shi](#) Southwestern University of Finance and Economics, China
[Jindi Fu](#) Hangzhou Dianzi University, China

【9】 Engaging Technologies

Topics

1. Gamification

serious games, game-based learning, simulation games, games-with-a-purpose, toys, persuasive technology, quantified-self, exergames, dual and mixed -purpose information systems

2. Mixed reality

virtual reality, augmented reality, location-based games, wearable technology, multimodal interfaces,

3. Hedonic information system and services

games, social media, streaming services, affective computing

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[Hongxiu Li](#) Tampere University, Finland
[Panu Kalmi](#) University of Vaasa, Finland
[Juho Hamari](#) Tampere University, Finland

【10】 Emerging Technologies and Social Commerce

Topics

1. User behavior in emerging technologies-enabled shopping environment and social commerce
2. Security and privacy policy in emerging technologies-enabled shopping environment and social commerce
3. New business models in emerging technologies-enabled shopping environment and social commerce
4. Personalized marketing in emerging technologies-enabled shopping environment and social commerce
5. Big data analytics in social commerce
6. Features and functions of emerging technologies-enabled shopping environment
7. Positive and negative sides of emerging technologies-enabled shopping environment and social commerce
8. New theories and methodologies to describe and explain the phenomenon of emerging technologies-enabled shopping environment and social commerce

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- [Xiayu Chen](#) Hefei University of Technology, China
[Shaobo Wei](#) Hefei University of Technology, China
[Jinmei Yin](#) Nanjing University of Aeronautics and Astronautics, China
[Yuanchun Jiang](#) Hefei University of Technology, China

【11】 Healthcare service and IT management

Topics

1. Health information systems and chronic diseases.
2. Public health informatics
3. Healthcare analytics
4. Safety, security and privacy of health information systems
5. Public health informatics
6. Clinical, public health and genomic data integration
7. Mobile Apps and Wearables for Healthcare Management and Analysis
8. Smart Hospitals, and Smart Healthcare Systems
9. Data science, artificial intelligence, 5G technologies, the Internet of Things, cloud computing in medicine, healthcare & ageing care
10. Behavioral studies in healthcare IT
11. Data-driven health management, health policy analysis and health service innovation
12. Mobile health, Telemedicine and Internet Hospitals
13. Intelligent mobile terminals systems and medical robotics
14. Online health communities and social media in health
15. IT-enabled healthcare services and systems transformation

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- [Zhaohua Deng](#) Huazhong University of Science & Technology, China
[Tailai Wu](#) Huazhong University of Science & Technology, China
[Dongxiao Gu](#) Hefei University of Technology, China
[Jia Li](#) East China University of Science and Technology, China

【12】 Human-machine/robot interaction

Topics

1. Human interactions with intelligent systems
2. Human-robot interactions in the e-business domain
3. Human-machine collaboration for decision making
4. Affective computing in human-machine interaction
5. Human-centeredness in human-machine interactions design
6. Social and cultural aspects of human-machine and robot interactions
7. Algorithm-driven consumer engagement
8. Trust and perceived credibility in human-machine interaction
9. Technology affordance in human-robot collaboration
10. Algorithm-driven recommendations for e-commerce platforms

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[Yuxiang Zhao](#) Nanjing University Of Science And Technology, China
[Bin Zhu](#) Oregon State University, United States
[Bo Xu](#) Fudan University, China

【13】 Information Systems and Operations Management

Topics

1. Influence of IS on Operational Strategies
2. Digitization of Logistics and Supply Chain Management
3. Digital Technologies for OM
4. Smart Manufacturing and Servitization
5. Product and Service Development through IS
6. Green IS and Sustainable Supply Chain Management
7. OM in Platforms

Track Co-Chairs

[Hefu Liu](#) University of Science and Technology of China, China

[Zhao Cai](#) University of Nottingham Ningbo China, China

[Meng Chen](#) Soochow University, China

【14】 Information Technology in Education

Topics

1. Online learning, digital learning, e-learning
2. MOOC platforms: design and learner experience
3. Digital solutions in physical learning settings
4. Educational technologies
5. Gamification
6. Artificial intelligence (AI) in education
7. Augmented reality-based solutions for learning support
8. Learning analytics
9. E-learners: Behavior and performance
10. Security, privacy, and ethics in education digitalization
11. Issues in IS education
12. Business models of IT for education
13. Digital transformation in education and learning
14. Opportunities and challenges in digitalizing education
15. Policy and Regulations in digitalization of education
16. Any other relevant topics on Information Technology in Education

Track Co-Chairs

[Zhao Du](#) Beijing Sport University, China

[Fang Wang](#) Wilfrid Laurier University, Canada

[Shan Wang](#) University of Saskatchewan, Canada

[Ruoxin Zhou](#) University of International Business and Economics, China

Topics

1. Influence of individual, system or contextual factors on different user behaviors
2. User behavior in emergent technology (e.g., virtual reality, augmented reality and wearable devices)
3. Post-adoption user behavior in various contexts
4. Consequences of IS use
5. Impact of digital engagement on individual welfare
6. Dark side of technology on user behaviors and outcomes

Track Co-Chairs

[Chunmei Gan](#) Sun Yat-sen University, China

[Yong Liu](#) Aalto University, Finland

Submission Requirement:

1. **Full research papers:** The paper should be written in English, and haven't been published before. The topic of the paper should comply with conference tracks. Full research paper is expected to include innovative research results from empirical research, experiment, modeling or theory study. Excellent papers after double-blind review will be awarded 'best paper nomination' and be recommended to international journals. The length of submitted paper should be **9-10** pages (typesetting as required by proceedings paper format). The recommended paper author is required to provide expanded abstract of 2 pages. The published expanded abstract in the conference in proceedings will not influence submitting your paper to internal journals in the future. At least one author of accepted paper should attend the conference and present the paper, and accepted papers should register before March 31, 2022.
2. **Short Research Papers:** The paper should be written in English, and haven't been published before. The topic of the paper should comply with conference tracks. Your paper should be novel, unique, or interdisciplinary. The contents of the paper can be literature review on new issues, theory development at initial stage, new analysis or method on existing data. The length of submitted paper should be **7-8** pages. At least one author of accepted paper should attend the conference and present the paper, and accepted papers should register before March 31, 2022.
3. **Paper Format Requirements:** You are required to write and edit your paper highly in accordance with format requirements with no change on format. Your paper should be submitted through online submission system (Easychair).
4. **Paper Publication:** Accepted paper will be published by University of Calgary, Canada, and be included in AIS eLibrary. Please note that if your paper is recommended to international journal, the expanded abstract will be published in the proceedings only, this won't hinder your future submission to international journals.

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