

The 20th Wuhan International Conference on E-Business (WHICEB2021)

An AIS Affiliated Conference

第二十届武汉电子商务国际会议

信息系统协会（AIS）附属会议



Alfred University
OUTSIDE of ORDINARY



The Queens Palace Hotel, Wuhan, China
二妃山庄酒店 中国武汉



May 28- 30, 2021
2021年5月28日-30日



Wechat of WHICEB

- Part I. Schedule at a Glance 日程总览
- Part II. Conference Program 会议程序
- Part III. Panel and Presentation Schedule 分会场宣读

Wifi Account
User name: EFSZ-B10
Password: 87205999

Part I. Schedule at a Glance 日程总览

Registration & Check in 会议注册和签到

May 28, 2021 15:30-18:00 Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

May 29, 2021 08:00-18:00 Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

May 28th, 2021: Graduate Students' Workshop: Research Design and Methodology in IS and E-business 博士论坛: IS 与电子商务研究设计与方法工作坊

Venue: China University of Geosciences (Wuhan), Future City Campus 中国地质大学(武汉)未来城校区

Beijing-CST	Panel/Presentation	Conference Hall
5/28/2021 9:00-12:00	Faculty Presentations//学术报告	<i>Conference Hall in the Second Floor, Building of School of Economics and Management</i> 经济管理学院二楼报告厅
5/28/2021 13:20-16:30	Opening Discussion with Faculties //开放式讨论	

May 29th, 2021: The First Day of Conference 会议第一天

Venue: Queens Palace Hotel 二妃山庄酒店

Beijing-CST	Program	Conference Hall
5/29/2021 9:00-12:00	1-Opening //开幕式 2-Best Paper Announcement //宣布最佳论文 3-Keynote Address //主题报告	<i>Optical Valley Hall</i> 光谷厅
5/29/2021 13:30-17:30	Information Economics Seminar//信息经济专题研讨会	<i>Xiongchu Hall</i> 雄楚厅
	1- <i>Information and Management</i> Editors Panel// Information and Management 期刊主编座谈会 2- Journal Publishing Workshop//期刊投稿工作坊	<i>Qingchuan Hall</i> 晴川厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Ziyang & Future Hall</i> 紫阳厅和未来厅

May 30th, 2021: The Second Day of Conference 会议第二天

Venue: Queens Palace Hotel 二妃山庄酒店

Beijing-CST	Program	Conference Hall
5/30/2021 8:30-12:00	China Association for Information Systems (CNAIS) Seminar // CNAIS 专题研讨会	<i>Xiongchu Hall</i> 雄楚厅
	Guidance for Recommended Papers to International Journals// 推荐国际期刊论文辅导专题会	<i>Qingchuan Hall</i> 晴川厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Ziyang & Future Hall</i> 紫阳厅和未来厅
5/30/2021 13:30-17:30	Seminar of National First-class Development and Education Innovation of E-business Program// 电子商务国家一流专业建设与教学改革研讨会	<i>Qingchuan Hall</i> 晴川厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Xiongchu, Ziyang & Future Hall</i> 雄楚厅、紫阳厅和未来厅

★请遵守国家疫情防控要求, 涉疫情中高风险地区的参会者可使用腾讯会议在线参加。★
★会议期间除报告者外, 请坚持佩戴口罩。如有发热等症状, 请及时与组委会联系。★

The 20th Wuhan International Conference on E-Business (WHICEB2021)

May 28th- May 30th, 2021
The Queens Palace Hotel, Wuhan, China

Part II. Conference Program

Registration & Check in 会议注册和签到

May 28, 2021

🕒 15:30-18:00 Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

May 29, 2021

🕒 08:00-18:00 Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

May 28th, 2021: Graduate Students' Workshop: Research Design and Methodology in IS and E-business [博士论坛：IS与电子商务研究设计与方法工作坊]

Venue: Conference Hall in the Second Floor, Building of School of Economics and Management,
China University of Geosciences (Wuhan), Future City Campus

会议地点：中国地质大学（武汉）未来城校区，经济管理学院二楼报告厅

Transportation: take a bus to China University of Geosciences (Wuhan) Future City Campus from
Chaoman Hotel (boarding time **08:00**) and The Queens Palace Hotel (boarding time **08:15**).

交通指南：在潮漫酒店（上车时间 **08:00**）和二妃山庄酒店（上车时间 **08:15**）接参加预约
学生（限 40 人）到中国地质大学（武汉）未来城校区

在线参与方式：

Tencent/VooV Meeting ID:	165 960 458	Password:	2021
腾讯会议号:	165 960 458	密码:	2021

Time: May 28th, 2021 2021 年 5 月 28 日

Beijing-CST 北京时间	New York- EDT 纽约时间	Munich-CEST 慕尼黑时间
09:00	21:00 May 27th	03:00

Chair- Weiguo Fan, Professor, Program Chair, The University of Iowa, USA [**Online**]

Kanliang Wang 王刊良, Professor, Session Chair, Renmin University of China

Rong Du 杜荣, Professor, Session Chair, Xidian University, China

🕒 09:00-09:20 **Opening Comments**

Weiguo Fan, Professor, Program Chair, The University of Iowa, USA [**Online**]

Kanliang Wang 王刊良, Professor, Session Chair, Renmin University of China

Rong Du 杜荣, Professor, Session Chair, Xidian University, China

🕒 09:20-10:30 **Faculty Presentation I and Q&A**

– 发言题目：在论文中与理论对话

Xixi Li 李希熙, Associate Professor, University of Science & Technology Beijing, China

Notes

🕒 10:30-10:50 Take a Break (休息)

🕒 10:50-12:00 Faculty Presentation II and Q&A

– 发言题目: 基于实验方法的研究实例分享

Cheng Yi 易成, Associate Professor, Tsinghua University, China [Online]

🕒 12:00-13:20 Lunch

在线参与方式:

Tencent/VooV Meeting ID:	400 694 187	Password:	2021
腾讯会议号:	400 694 187	密码:	2021

Time: May 28th, 2021 2021年5月28日

Beijing-CST 北京时间	New York- EDT 纽约时间	Munich-CEST 慕尼黑时间
13:20	01:20	07:20

🕒 13:20-14:30 Faculty Presentation III and Q&A

– 发言题目: 社会网络分析方法在 IS 研究中的应用

Jiang Wu 吴江, Professor, Wuhan University, China

🕒 14:30-15:40 Faculty Presentation IV and Q&A

– 发言题目: 科学哲学、问卷设计与结构方程模型

Wen-Lung Shiau 萧文龙, Professor, Zhejiang University of Technology, China

🕒 15:40-16:50 Take a Break (休息)

🕒 15:50-16:30 Opening Discussion with Faculties

Kanliang Wang 王刊良, Professor, Session Chair, Renmin University of China

Rong Du 杜荣, Professor, Session Chair, Xidian University, China

Xixi Li 李希熙, Associate Professor, University of Science & Technology Beijing, China

Cheng Yi 易成, Associate Professor, Tsinghua University, China [Online]

Jiang Wu 吴江, Professor, Wuhan University, China

Wen-Lung Shiau 萧文龙, Professor, Zhejiang University of Technology, China

🕒 16:45 Taking a bus to the Queens Palace Hotel for conference 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 29th, 2021: The First Day of the Conference

会议第一天

Venue: Queens Palace Hotel

会议室地点: 二妃山庄酒店

Transportation: take a bus to Queens Palace Hotel from Chaoman Hotel (boarding time **08:00**).

交通指南: 潮漫酒店 (上车时间 **08:00**) 接参会者到主会场二妃山庄酒店

🕒 09:00-9:20 Opening [开幕式致辞] (Optical Valley Hall, 光谷厅)

在线参与方式:

Tencent/VooV Meeting ID:	293 147 688	腾讯会议号:	293 147 688
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Beijing-CST 北京时间	New York- EDT 纽约时间	Munich-CEST 慕尼黑时间
09:00	21:00 May 28th	03:00

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

Welcome –*Yongsheng Liu* 刘勇胜, Professor, Vice President of China University of Geosciences, Wuhan

Welcome –*Patrick Y.K. Chau*, Professor, President-elect of AIS, Vice Provost of University of Nottingham - Ningbo China

Welcome –*Kanliang Wang* 王刊良, Professor, Vice President of CNAIS, Renmin University of China

20th Anniversary VideoWelcome –*Wilfred V. Huang*, Honorary Chair, Alfred University, USA

20th Anniversary VideoWelcome –*Doug Vogel*, Co-Chair, Professor, The President of the AIS for 2012-2013, AIS Fellow, Harbin Institute of Technology, China

20th Anniversary VideoWelcome –*Juergen Seitz*, Professor, Co-chair of WHICEB2020, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany

🕒 09:25-09:45 **Group Photo Taking & Coffee Break**

[合影和茶歇]

🕒 09:45-10:00 **Best Paper Announcement (Optical Valley Hall)**

[宣布最佳论文] (光谷厅)

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

🕒 10:00-12:00 **Keynote Address(Optical Valley Hall)**

[主题报告] (光谷厅)

Chair- Kanliang Wang 王刊良, Professor, Vice President of CNAIS, Renmin University of China

– *Keynote speech: Human-AI Interaction and Future of Work*

Kevin Hong, Professor, C. T. Bauer College of Business, University of Houston, USA

– *Keynote speech: Computational Social Science in the Big Data Paradigm*

Patrick Y.K. Chau, Professor, President-elect of AIS, Vice Provost of University of Nottingham - Ningbo China [Online]

🕒 12:00-13:30 **Lunch 午餐 Dining Hall, the 2nd Floor**

二楼餐厅自助餐

🕒 13:30-17:30 **Information Economics Seminar (Xiongchu Hall) - Chinese seminar**

[信息经济专题研讨会] (雄楚厅) -中文会场

在线参与方式:

Tencent/VooV Meeting ID: 131 141 877 腾讯会议号: 131 141 877

Time: May 29th, 2021 2021年5月29日

Beijing-CST 北京时间 New York- EDT 纽约时间 Munich-CEST 慕尼黑时间

13:30

01:30

07:30

主题: 网络与机制设计

主席: 陈斌, 华中科技大学经济学院教授

报告人:

– **发言题目: Perceived Competition in Networks**

龙妍, 华中科技大学经济学院副教授

– **发言题目: Screening with Network Externalities**

邢亦青, 美国约翰-霍普金斯大学 (Johns Hopkins University) 助理教授

15:20-15:40 Coffee Break 茶歇

– **发言题目: Cheap Talk with Informal Funding**

程琛, 美国约翰-霍普金斯大学 (Johns Hopkins University) 助理教授

– **发言题目: Seeking Feedback from Supervisors**

陈斌, 华中科技大学经济学院教授

🕒 13:30-15:40 **Information and Management Editors Panel (Qingchuan Hall)**

[*Information and Management* 期刊主编座谈会] (晴川厅)

在线参与方式:

Tencent/VooV Meeting ID: 421 369 119 腾讯会议号: **421 369 119**

Time: May 29th, 2021 2021年5月29日

Beijing-CST 北京时间 13:30 **New York- EDT 纽约时间 01:30** **Munich-CEST 慕尼黑时间 07:30**

Chair- Patrick Y.K. Chau, Professor, President-elect of AIS, Vice Provost of University of Nottingham - Ningbo China

Invited Editors:

Kanliang Wang, Professor, Renmin University of China, Beijing, China

Yaobin Lu, Professor, Huazhong University of Science and Technology, Wuhan, China

Alain Chong, Professor, University of Nottingham - Ningbo China

🕒 13:30-15:40 **Special Address and Concurrent Sessions for Paper Presentation**

(Ziyang & Future Hall)

特邀报告与分会场宣读论文 (紫阳厅和未来厅)

🕒 16:00-17:30 **Journal Publishing Workshop (Qingchuan Hall) - Chinese workshop**

[期刊投稿工作坊] (晴川厅) -中文会场

在线参与方式:

Tencent/VooV Meeting ID: 882 318 609 腾讯会议号: **882 318 609**

Time: May 29th, 2021 2021年5月29日

Beijing-CST 北京时间 16:00 **New York- EDT 纽约时间 04:00** **Munich-CEST 慕尼黑时间 10:00**

Chair- Wen-Lung Shiau, Professor, Zhejiang University of Technology, China

Invited Editors:

房超, 副主编, *Data Science and Management*, 西安交通大学

桂林, 责任编辑, 《管理学报》编辑部, 华中科技大学

于媛, 编辑部主任, 《信息资源管理学报》编辑部, 武汉大学

🕒 16:00-17:30 **Special Address and Concurrent Sessions for Paper Presentation**

(Ziyang & Future Hall) 特邀报告与分会场宣读论文 (紫阳厅和未来厅)

🕒 17:50-18:40 **Reception** Dining Hall, The 2nd Floor

二楼餐厅自助餐

Transportation: taking bus to Yangtze river beach park from Queens Palace Hotel (boarding time **18:50**), and back to hotels at **21:00**

大巴指南: 二妃山庄酒店 (上车时间 **18:50**) 接参会者到武汉汉口江滩参观武汉江滩夜景江滩公园 (上车时间 **21:00**) 返回潮漫酒店和二妃山庄酒店。

May 30th, 2021: The Second Day of the Conference

会议第二天

Venue: Queens Palace Hotel

会议室地点: 二妃山庄酒店

Transportation: taking buses to Queens Palace Hotel from Chaoman Hotel (boarding time **08:00**).

大巴指南: 潮漫酒店 (上车时间 **08:00**) 接参会者到主会场二妃山庄酒店

🕒 **08:30-12:00 China Association for Information Systems Seminar (Xiongchu Hall)**
[信息系统协会中国分会专题研讨会] (雄楚厅)

在线参与方式:

Tencent/VooV Meeting ID:	452 618 786	Password:	2021
腾讯会议号:	452 618 786	密码:	2021

Time: May 30th, 2021 2021年5月30日

Beijing-CST 北京时间	New York- EDT 纽约时间	Munich-CEST 慕尼黑时间
08:30	20:30	02:30

Theme: Frontiers of Research on IT-enabled Services and Innovations

Chair- Zhaohua Deng 邓朝华, Professor, Huazhong University of Science and Technology, China

Speakers:

– **Title:** *Multi-step-ahead Influenza Prediction using Machine Learning Models*

Yukun Bao 鲍玉昆, Professor, Huazhong University of Science and Technology, China

– **Title:** *Optimization with Limited Data using Bootstrap*

Shiming Deng 邓世名, Professor, Huazhong University of Science and Technology, China

10:20-10:40 Coffee Break 茶歇

– **Title:** *Understanding the Role of Information Transparency in Improving Patient Experience: An Uncertainty Perspective*

Zhaohua Deng 邓朝华, Professor, Huazhong University of Science and Technology, China

– **Title:** *A Branch-and-Price-and-Cut Algorithm for the Cable Routing Problem in Solar Power Plants*

Qinghua Wu 吴庆华, Professor, Huazhong University of Science and Technology, China

🕒 **08:30-10:20 Guidance for Recommended Papers to International Journals**
(Qingchuan Hall) 推荐国际期刊论文辅导专题会 (晴川厅)

Chair - Zhen Zhu, Professor, China University of Geosciences, Wuhan, China

Invited Members:

Wen-Lung Shiau, Professor, Zhejiang University of Technology, China

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

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

Junjie Zhou, Associate Professor, Shantou University, China

Xiaobo Xu, Xi'an Jiaotong-Liverpool University, China

🕒 **08:30-10:20 Special Address and Concurrent Sessions for Paper Presentation**
(Ziyang & Future Hall) 特邀报告与分会场宣读论文 (紫阳厅和未来厅)

🕒 **10:20-10:40 Coffee Break 茶歇**

🕒 **10:40-12:00 Special Address and Concurrent Sessions for Paper Presentation**
(Qingchuan, Ziyang & Future Hall)

特邀报告与分会场宣读论文 (晴川厅、紫阳厅和未来厅)

🕒 **12:00-13:30 Lunch 午餐 Dining Hall, the 2nd Floor**

Notes

二楼餐厅自助餐

- 🕒 13:30-17:30 Seminar of National First-class Development and Education Innovation of E-business Program (Qingchuan Hall)–Chinese seminar
[电子商务国家一流专业建设与教学改革] (晴川厅) -中文会场

在线参与方式:

Tencent/VooV Meeting ID:	458 483 374	Password:	235345
腾讯会议号:	458 483 374	密码:	235345

Time: May 30th, 2021 2021年5月30日

Beijing-CST 北京时间 13:30 New York- EDT 纽约时间 01:30 Munich-CEST 慕尼黑时间 07:30

主题: 电子商务国家一流专业建设与教学改革

主席: 夏火松, 武汉纺织大学管理学院教授

张李义, 武汉大学信息管理学院教授

主办单位: 湖北电子商务学会

上半场: 专家报告

- 发言题目: 电子商务专业面临的挑战与对策
王刊良, 中国人民大学商学院教授
- 发言题目: 武汉大学电子商务一流专业建设
吴江, 武汉大学信息管理学院教授
- 发言题目: 依工强文电子商务一流专业建设思考
陈冬林, 武汉理工大学经济学院教授
- 发言题目: 电子商务国家一流专业建设与认证
朱湘晖, 武汉工程大学管理学院副教授
- 发言题目: 以“三创赛”为驱动, 助推一流专业建设
毛志斌, 湖北经济学院教授
- 发言题目: 电子商务一流专业建设情况及专业认证标准的若干思考
卢新元, 华中师范大学信息管理学院教授

下半场: 座谈讨论

- 🕒 13:30-15:40 Special Address and Concurrent Sessions for Paper Presentation (Xiongchu, Ziyang & Future Hall)
特邀报告与分会场宣读论文 (雄楚厅、紫阳厅和未来厅)
- 🕒 15:40-16:00 Coffee Break 茶歇
- 🕒 16:00-17:30 Special Address and Concurrent Sessions for Paper Presentation (Xiongchu, Ziyang & Future Hall)
特邀报告与分会场宣读论文 (雄楚厅、紫阳厅和未来厅)
- 🕒 17:50-19:00 Dinner, Dining Hall, The 2nd Floor
晚餐 (客房楼二楼餐厅)

Transportation: take a bus to Chaoman Hotel from Queens Palace Hotel (boarding time **19:15**), 大巴指南: 接参会者返回潮漫酒店 (上车时间 19:15)

Part III. Panel and Presentation Schedule

Notes

Panel Schedule

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

Beijing-CST	Qingchuan Hall 晴川厅	Xiongchu Hall 雄楚厅	Ziyang Hall 紫阳厅	Future Hall 未来厅
5/29/2021 13:30- 15:40			Artificial Intelligence enabled Business Innovation <u>Ling Zhao,</u> Huazhong University of Science and Technology, China	Engaging Technologies <u>Nannan Xi,</u> Tampere University, Finland [Online] <u>Yao Zhang,</u> China University of Geosciences, Wuhan, China
5/29/2021 16:00- 17:30			Bright and Dark Sides in E-Business <u>Rong Du,</u> Xidian University, China	Emerging Digital Technologies in the Workplace <u>Yi Wang,</u> Southwestern University of Finance and Economics, China
5/30/2021 08:30- 10:20			Information Systems and Operations Management <u>Zhao Cai,</u> University of Nottingham Ningbo, China	Trust in Digital Economy <u>Cong Cao,</u> Zhejiang University of Technology, China
5/30/2021 10:40- 12:00	Big Data and Business Analytics <u>Rohit Nishant,</u> Laval University, Canada [Online] <u>Xiaobo Xu,</u> Xi'an Jiaotong-Liverpool University, China		Information Management and Health Outcomes <u>Dongxiao Gu,</u> Hefei University of Technology, China [Online] <u>Maomao Chi</u> China University of Geosciences, Wuhan	ICTs in Fighting against the COVID-19 Pandemic <u>Hong Wu,</u> Huazhong University of Science and Technology, China
5/30/2021 13:30- 15:40		E-business Strategy & Online Marketing <u>Lu Wang,</u> Zhongnan University of Economics and Law, China	Social Commerce and Immersive Interaction <u>Xiyu Chen,</u> Hefei University of Technology, China [Online] <u>Fei Wang</u> China University of Geosciences, Wuhan	Digital Inclusive Society and ICTs Innovation for Senior Citizens in the New Normal COVID-19 <u>Junjie Zhou,</u> Shantou University, China
5/30/2021 16:00- 17:30		Digital Technologies, Digital Transformation, and Business Value <u>Xiaobo Xu,</u> Xi'an Jiaotong-Liverpool University, China	Digital Platform and Online Communities <u>Chunjie Xiang,</u> Wuhan University of Science and Technology, China	Social Commerce in Digital Operations Management <u>Zhongyi Hu,</u> Wuhan University, China

Special Addresses 分会场特邀报告

Queens Palace Hotel 二妃山庄酒店

Notes

Beijing-CST	Invited Speaker	Title	Hall
5/29/2021 13:30-14:00	Yicheng Zhang Huazhong University of Science & Technology, China	<i>Socially Nudged: Encouraging Consumer Voice in Self-Service Technology Retailing</i>	Ziyang Hall 紫阳厅
5/29/2021 16:00-16:30	Zhongyun (Phil) Zhou Tongji University, China	<i>A Configurational Analysis of the Causes of Consumer Indirect Misbehaviors in Access-Based Consumption</i> <i>* Online Presentation</i>	
5/29/2021 13:30-14:00	Hongxiu Li Tampere University, Finland	<i>Understanding Consumer Responses to Service Robots through Social Media Data</i> <i>* Online Presentation</i>	Future Hall 未来厅
5/29/2021 16:00-16:30	Yi Wang Southwestern University of Finance and Economics, China	<i>Emerging workplace technologies and the future of work</i>	
5/30/2021 13:30-14:00	Juergen Seitz Baden-Wuerttemberg Cooperative State University Heidenheim, Germany	<i>Will Digital Currencies and Digital Money Revolutionize E-Business</i> <i>* Online Presentation</i>	Xiongchu Hall 雄楚厅
5/30/2021 16:00-16:30	Yanqing Lin Aalto University, Finland	<i>You Are What You Use: An Longitudinal study on the Psychological Outcomes of Mobile ICT use</i> <i>* Online Presentation</i>	
5/30/2021 08:30-09:00	Xinlin Tang Florida State University, USA	<i>Effectiveness of AI in Strategic Decision Making: An Empirical Study on Identifying High-Potential Talents</i> <i>* Online Presentation</i>	Ziyang Hall 紫阳厅
5/30/2021 10:40-11:10	Dongxiao Gu Hefei University of Technology, China	<i>RuizhiCBR: A Big Data-driven Internet Medical Knowledge Service System Based on Clinical Cases</i> <i>* Online Presentation</i>	
5/30/2021 13:30-14:00	Helen S. Du Guangdong University of Technology, China	<i>How Gamification Drives Consumer Citizenship Behavior: The Role of Perceived Gamification Affordances</i> <i>* Online Presentation</i>	
5/30/2021 16:00-16:30	Jian Mou Pusan National University, South Korea	<i>Understanding Consumer Behavior in Social Commerce: A Meta-Analytic Approach</i> <i>* Online Presentation</i>	
5/30/2021 08:30-09:00	Robert Carasik, Consultant of Wells Fargo Bank, USA	<i>Secure Cloud Migration for the Enterprise</i> <i>* Online Presentation</i>	
5/30/2021 13:30-14:00	Junjie Zhou Shantou University, China	<i>Older Adults in Virtual Communities: Understanding the Antecedents of Knowledge Contribution and Knowledge Seeking through the Lens of Socioemotional Selectivity and Social Cognitive Theories</i>	Future Hall 未来厅

Paper Presentation

May 29- Ziyang Hall, Queens Palace Hotel
二妃山庄酒店紫阳厅

Theme: Artificial Intelligence enabled Business Innovation

Chair: Ling Zhao, Huazhong University of Science and Technology, China

Tencent Meeting ID: 617 370 522

Beijing-CST 13:30 New York- EDT 01:30 Munich-CEST 07:30

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>Socially Nudged: Encouraging Consumer Voice in Self-Service Technology Retailing</i>	Yicheng Zhang, Huazhong University of Science & Technology	Special Address
14:00	<i>Enterprise Adoption of User Ideas in the Online User Innovation Community: An Empirical Analysis based on IAM</i>	Wenfei Zhao, Business School of Qingdao University, China	76
14:20	<i>Exploring the Collaborative Enabling and Value Innovation Mechanism in Platform Enterprises: A Case Study</i>	Xueyan Dong, Northwestern Polytechnical University, China	89
14:40	<i>An AdaBoost-DT Model for Credit Scoring</i>	Jiali Zhao, China Jiliang University, China	93
15:00	<i>Robotic Workforces' Value and Relationships with Human Employees: The Impacts on Human Work Efficacy</i>	Meng Zhang, Southwest University of Finance and Economics, China	104
15:20	<i>Behavior Analysis and Recognition of Hidden Populations in Online Social Network Based on Big Data Method</i>	Minglei Li, Hubei University of Economics, China	108
15:40	Coffee Break 茶歇		

Theme: Bright and Dark Sides in E-Business

Chair: Rong Du, Xidian University, China

Tencent Meeting ID: 675 579 868

Beijing-CST 16:00 New York- EDT 04:00 Munich-CEST 10:00

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>A Configurational Analysis of the Causes of Consumer Indirect Misbehaviors in Access-Based Consumption</i> <i>* Online Presentation</i>	Zhongyun (Phil) Zhou, Tongji University, China	Special Address
16:30	<i>A Meta-Analysis of Online Impulse Buying and The Moderating Effect of Economic Development Level</i>	Bin Yang, Wuhan University, China	9
16:50	<i>Research on Continuous Use of B2B Platform in Chinese Intelligent Engineering Companies Based on the Theory of Resource Complementary</i>	Zhichao Zhang, Xiamen university of technology, China	57
17:10	<i>* Best Paper Nomination</i> <i>Bright Side of Emotional Extremity: Evidence from Live Streaming Platform</i>	Li Ji, Shenzhen University, China	48

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Paper Presentation

May 29- Future Hall, Queens Palace Hotel
二妃山庄酒店未来厅

Theme: Engaging Technologies

Chair: Nannan Xi, Tampere University, Finland **[Online]**

Yao Zhang, China University of Geosciences, Wuhan, China

Tencent Meeting ID: 573 660 435

Beijing-CST 13:30 New York- EDT 01:30 Munich-CEST 07:30

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>Understanding Consumer Responses to Service Robots through Social Media Data</i> * <u>Online Presentation</u>	Hongxiu Li, Tampere University, Finland	Special Address
14:00	<i>The Benefit Coordination Mechanism of Cloud Platform for Rural Cultural Tourism Based on Case Analysis of Tiktok, Aauto and Bilibili</i> * <u>Online Presentation</u>	Yueying Li, University of Electronic Science and Technology of China	41
14:20	<i>How does Knowledge Association of Online Travel Reviews Affect Product Sales? Based on the Knowledge-based Theory and Social Network Theory</i>	Shengyou Liu, Central South University, China	73
14:40	<i>Online Marketing of Cultural Tourism: A Case Study of a 5A Ancient Town</i>	Jiali Li, Zhongnan University of Economics and Law, China	78
15:00	<i>An Empirical Study of the Impacts of Digital Marketing Contents on User Engagement in Social E-commerce Platform</i>	Ronglin Hou, China University of Geosciences, Wuhan	84
15:20	<i>Augmented Reality and Marketing: A Systematic Review</i>	Jun Liu, Beijing Sport University, China	99
15:40	Coffee Break 茶歇		

Theme: Emerging Digital Technologies in the Workplace

Chair: Yi Wang, Southwestern University of Finance and Economics, China

Tencent Meeting ID: 753 787 231

Beijing-CST 16:00 New York- EDT 04:00 Munich-CEST 10:00

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>Emerging Workplace Technologies and The Future of Work</i>	Yi Wang, Southwestern University of Finance and Economics, China	Special Address
16:30	<i>Understanding Barriers of Service Robot Usage: A Qualitative Study in Hotels</i>	Xiaojiang Zheng, Beijing International Studies University, China	30
16:50	<i>Why Do Employees Choose to Share Information Publicly? The Evidence from Enterprise Social Networks</i>	Yu Wang, Shanghai University of Finance and Economics, China	66
17:10	<i>A Study on the Impact of Short-Video Product Placement Advertising on Viewers Ad Adoption Intention: A Perspective of ELM and Social Learning Theory</i>	Yuzhen Liu, Wuhan University, China	38

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Paper Presentation

May 30- Qingchuan Hall, Queens Palace Hotel
二妃山庄酒店晴川厅

Theme: Big Data and Business Analytics

Chair: Rohit Nishant, Laval University, Canada **[Online]**

Xiaobo Xu, Xi'an Jiaotong-Liverpool University, China

ZOOM Meeting ID: 631 5864 8709 Passcode: 580668

Beijing-CST 10:20 New York- EDT 22:20 May 29 Munich-CEST 04:20

Beijing-CST	Paper Title	Presenter	Paper ID
10:20	<i>Research Progress of Tie-Generative Mechanism in Network Based on ERGM</i>	Bo Jia, University of Science and Technology Beijing, China	34
10:40	<i>Empirical Study of the Regional Diffusion of a Cloud Ecosystem Using Institutional Theory</i>	Bingqing Ji, Shandong University of Finance and Economics, China	50
11:00	<i>Leveraging Linguistic Signaling to Prompt Feedback in Open Innovation Communities</i>	Suya Hu, Xiamen University, China	83
11:20	<i>The Relationship amongst Big Data Capability, Supply Chain Dynamic Capability, and Dynamic Innovation Capability</i>	Guangqian Peng, Capital University of Economics and Business, China	112
11:40	<i>Research on Early Warning of Non Performing Loans of Small and Medium-Sized Micro Enterprises Under The Background of COVID-19 :Taking XX Branch of N Bank as An Example</i>	Xinying Guo, Shantou University, China	107

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Paper Presentation

May 30- Xiongchu Hall, Queens Palace Hotel

二妃山庄酒店雄楚厅

Theme: E-business Strategy & Online Marketing

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

Tencent Meeting ID: 958 943 928

Beijing-CST 13:30 New York- EDT 01:30 Munich-CEST 07:30

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>Will Digital Currencies and Digital Money Revolutionize E-Business</i> * <u>Online Presentation</u>	Juergen Seitz, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany	Special Address
14:00	<i>Research on the Effects of Paid Search Advertising Based on Customer Loyalty Segmentation</i>	Jiixin Chen, Nanjing University of Science and Technology , China	19
14:20	<i>The Influence of Living Streamers' Morality on Consumers' Purchase Intention: From the Perspective of Identity</i>	Cuiping Wang, Southeast University, China	23
14:40	<i>Research on the Influence of Content Presentation Mode of Online Video Comments on Consumer Interaction Behavior</i>	Junfang Cao, Zhongnan University of Economics and Law, China	96
15:00	<i>A New Analytic Framework for Identifying Tour Routes Service Innovation Using Knowledge Graph</i>	Shuang Zhang, China University of Geosciences	121
15:20	<i>Online Customer Experience at China's Double 11 Online Shopping Festival: An Empirical Model of Antecedents and Consequences</i>	Mengru Zhou, Zhejiang University of Technology, China	122
15:40	Coffee Break 茶歇		

Theme: Digital Technologies, Digital Transformation, and Business Value

Chair: Xiaobo Xu, Xi'an Jiaotong-Liverpool University, China

Tencent Meeting ID: 897 921 514

Beijing-CST 16:00 New York- EDT 04:00 Munich-CEST 10:00

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>You Are What You Use: An Longitudinal Study on the Psychological Outcomes of Mobile ICT Use</i> * <u>Online Presentation</u>	Yanqing Lin, Aalto University, Finland	Special Address 109
16:30	<i>Digital Technology-driven Business Model Innovations: A Bibliometric Analysis</i>	Mengyan Liu, South China University of Technology, China	8
16:50	<i>Customer Cooperative Capability, Perceived Value and Customer Loyalty: A Perspective of Smart Retailing</i>	Zhiyuan Zhou, Wuhan Textile University, China	29
17:10	<i>What Drives Knowledge Payment in the Knowledge Payment Platform? An Empirical Study on the Purchase Behavior in the Emerging Market</i> ** <u>Online Presentation</u>	Jingyi Zhao, Wuhan University, China	72

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Paper Presentation

May 30- Ziyang Hall, Queens Palace Hotel
二妃山庄酒店紫阳厅

Theme: Information Systems and Operations Management

Chair: Zhao Cai, University of Nottingham Ningbo, China

Tencent Meeting ID: 591 485 850

Beijing-CST 08:30 New York- EDT 20:30 May 29 Munich-CEST 02:30

Beijing-CST	Paper Title	Presenter	Paper ID
8:30	<i>Effectiveness of AI in Strategic Decision Making: An Empirical Study on Identifying High-Potential Talents</i>	Xinlin Tang , Florida State University, USA	Special Address
	* <u>Online Presentation</u> Zoom Meeting ID: 910 8633 8680		
9:00	<i>Research on Location Optimization of Waste Transfer Center in Harbin</i>	Xuejian Li , South China University of Technology	54
9:20	<i>Understanding Users' Response to Open Government Data Portal: An Exploratory Study</i> ** <u>Online Presentation</u>	Ting Shao , Xiamen University of Technology	102
9:40	<i>Dual-channel Service Operations with the BOPS Option Considering Infection Risk Aversion Behavior</i> ** <u>Online Presentation</u>	Xinyi Li , Central University of Finance and Economics	119
10:00	<i>The Mechanism of Digital Logistics Park Cross Supply Chain Collaboration based on Evolutionary Game</i>	Xingjian Zhou , Wuhan Textile University	53
10:20	Coffee Break 茶歇		

Theme: Information Management and Health Outcomes

Chair: Dongxiao Gu, Hefei University of Technology, China[Online]

Maomao Chi, China University of Geosciences, Wuhan

Tencent Meeting ID: 706 237 367

Beijing-CST 10:40 New York- EDT 22:40 May 29 Munich-CEST 04:40

Beijing-CST	Paper Title	Presenter	Paper ID
10:40	<i>Ruizhicbr: A Big Data-Driven Internet Medical Knowledge Service System based on Clinical Cases</i> * <u>Online Presentation</u>	Dongxiao Gu , Hefei University of Technology, China	Special Address
11:10	<i>Meta-analysis of COVID-19 Clinical Symptoms, Prevalence of Comorbidities and Influencing Factors of Severity and Mortality Cases</i> ** <u>Online Presentation</u>	Yuting Yang , Wuhan University	18
11:30	<i>Verifying Online Health Rumors on Social Media: An Empirical Research Based on the Stimulus-Organism-Response Framework</i>	Zhenkun Wei , Wuhan University	117
11:50	<i>Information and Communication Technology (ICT) and Health Outcomes: A Study of the Mediating Effect Based on Cross-national Panel Data</i>	Huang Zishan , Wuhan University	59

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Paper Presentation

May 30- Xiongchu Hall, Queens Palace Hotel
二妃山庄酒店紫阳厅

Theme: Social Commerce and Immersive Interaction

Chair: Xiayu Chen, Hefei University of Technology, China [Online]

Fei Wang, China University of Geosciences, Wuhan

Tencent Meeting ID: 665 232 886

Beijing-CST 13:30 New York- EDT 01:30 Munich-CEST 07:30

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>How Gamification Drives Consumer Citizenship Behavior: The Role of Perceived Gamification Affordances</i> <i>* Online Presentation</i>	Helen S. Du Guangdong University of Technology, China	Special Address
14:00	<i>Institutional Entrepreneurship and Acquiring Legitimacy of Social Commerce Platform</i> <i>* Online Presentation</i>	Ruoyu Sun, Nanjing University of Finance and Economics, China	2
14:20	<i>Interactive Effects of Order Assignment Strategy and Information Disclosure on Courier's Continuance Participation Intention Arising in the On-Demand Logistics</i>	Jiamin Yuan, Chongqing University, China	45
14:40	<i>From Silos to Interactions: Synergy, Spillover, and Carryover Effect of Influencer Marketing in Social Media</i>	Ling Jiang, Shenzhen University, China	58
15:00	<i>Exploring the Influence of Live Streaming in Social Commerce on Impulse Buying From a Affordance Perspective</i> <i>**Online Presentation</i>	Qi Wang, Zhejiang Sci-tech University, China	82
15:20	<i>Are Live Streamers Similar or Different? A Grid Typology Model of Live Streamers in E-Commerce</i>	Dingtian Zhang, Southwestern University of Finance and Economics, China	110
15:40	Coffee Break 茶歇		

Theme: Digital Platform and Online Communities

Chair: Chunjie Xiang, Wuhan University of Science and Technology, China

Tencent Meeting ID: 847 767 163

Beijing-CST 16:00 New York- EDT 04:00 Munich-CEST 10:00

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>Understanding Consumer Behavior in Social Commerce: A Meta-Analytic Approach</i> <i>* Online Presentation</i>	Jian Mou, Pusan National University, South Korea	Special Address
16:30	<i>Understanding User Contributions in Smoking Cessation Online Health Communities</i> <i>* Online Presentation</i>	Chenglong Li, University of Turku, Finland	98
16:50	* Best Paper Nomination <i>E-commerce Platform Resources, Sequences of Digital Strategic Actions and Competitive Advantage: An Empirical Study from Online Tourism Industry</i>	Lewei Hu, Jiangnan University, China	52
17:10	<i>Digital Platform Expectation Disconfirmation and Customer Satisfaction in Sharing Economy: Moderations of Direct and Indirect Network Effects</i>	Xiangcheng Yang, China University of Geosciences, China	39

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Paper Presentation

May 30- Future Hall, Queens Palace Hotel
二妃山庄酒店未来厅

Theme: Trust in Digital Economy

Chair: Cong Cao, Zhejiang University of Technology, China

Tencent Meeting ID: 741 362 972

Beijing-CST 08:30 New York- EDT 20:30 May 29 Munich-CEST 02:30

Beijing-CST	Paper Title	Presenter	Paper ID
8:30	<i>Secure Cloud Migration for the Enterprise</i> * <u>Online Presentation</u>	Robert Carasik , Consultant of Wells Fargo Bank, USA	Special Address
9:00	<i>Solution Exemplars and Sales Performance of Crowdsourcing Solvers: the Moderating Role of Reputation and Competency</i>	Zhiyuan Zhou , Chongqing University, China	80
9:20	<i>Influence of Social Network Integration on the Online Review Helpfulness</i>	Jiaxuan Wu , Peking University, China	42
9:40	* Best Paper Nomination <i>Does Online Product Presentation Matter: An Empirical Analysis of the Effects of Listing Photos on Short-term Rental Purchases</i> ** <u>Online Presentation</u>	Xinru Zheng , Wuhan University, China	68
10:00	<i>The Influence Mechanism of Product Attributes on Product Demand In Online Reviews</i>	Ying Chen , Jiangsu Collaborative Innovation Center of Social Safety Science and Technology, China	61
10:20	Coffee Break 茶歇		

Theme: ICTs in Fighting against the COVID-19 Pandemic

Chair: Hong Wu, Huazhong University of Science and Technology, China

Tencent Meeting ID: 953 371 744

Beijing-CST 10:40 New York- EDT 22:40 May 29 Munich-CEST 04:40

Beijing-CST	Paper Title	Presenter	Paper ID
10:40	<i>Formation Mechanism of Regional Stigma: Impact of Major Public Health Emergencies</i>	Sijia Guo , Wuhan University of Science and Technology, China	35
11:00	<i>Research on the Location of Nucleic Acid Detection Institutions Based on Coverage Model</i>	Xuejian Li , South China University of Technology, China	46
11:20	<i>Analysis on Public Opinion Sentiment Evolution of COVID-19 Based on Weibo Data</i>	Xu Liu , South China University of Technology, China	65
11:40	<i>What Motivates People to Share Online Rumors? Deconstructing the Ambiguity of Rumors from A Perspective of Digital Storytelling</i>	Siqi Guo , China University of Geosciences, Wuhan	79

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Paper Presentation

May 30- Future Hall, Queens Palace Hotel
二妃山庄酒店未来厅

Theme: Digital Inclusive Society and ICTs Innovation for Senior Citizens in the New Normal COVID-19

Chair: Junjie Zhou, Shantou University, China

Tencent Meeting ID: 866 837 856

Beijing-CST 13:30 New York- EDT 01:30 Munich-CEST 07:30

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>Older Adults in Virtual Communities: Understanding the Antecedents of Knowledge Contribution and Knowledge Seeking through the Lens of Socioemotional Selectivity and Social Cognitive Theories</i>	Junjie Zhou, Shantou University, China	Special Address
14:00	<i>A Study on the Characteristics of the Publishers of Rumor-Refuting Information about COVID-19</i>	Xiaping Xin, Central University of Finance and Economics, China	15
14:20	<i>An Analysis of the Characteristics and Evolution of China's Pension Policy Based on Text Mining</i>	Liang Yang, Sichuan Agriculture University, China	94
14:40	<i>From Liking to Following: Research on the Antecedents of Middle-aged and Elderly Douyin Users' Fans</i>	Jin Yan, Jiangnan University, China	75
15:00	<i>Understanding the Status of Reemployment of Elderly Talents in Digital Society: Evidence from Aged Job Search Website in China</i>	Guoxin Wang, Shantou University, China	85
15:40	Coffee Break 茶歇		

Theme: Social Commerce in Digital Operations Environment

Chair: Zhongyi Hu, Wuhan University, China

Tencent Meeting ID: 588 876 142

Beijing-CST 16:00 New York- EDT 04:00 Munich-CEST 10:00

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>The Influence of Customer Co-creation Experience Value on Brand Equity in the context of Social Media</i>	Yunjun Jiang, Wuhan University of Science and Technology, China	62
16:20	<i>Visualizing Research Evolution in E-Commerce Field: Year 2001 to 2020</i>	Yang Bai, Central China Normal University, China	91
16:40	<i>Task Decomposition for Knowledge-intensive Crowdsourcing: Managing Dependency and Structural Complexity</i>	Shi Xiaojie, Wuhan University, China	14
17:00	<i>Research on Authors' Co-authorship Network in Supply Chain Finance in China Based on Social Network Analysis</i>	Ning Wang, Wuhan University, China	69

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Guidance map May 28th-30th, 2021: The Queens Palace Hotel, Wuhan, China

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