



CALL FOR PAPER

The 24th Wuhan International Conference on E-Business (WHICEB2025)

An AIS Affiliated Conference

Guangzhou, P. R. China, June 6th-8th, 2025

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

Conference Theme: Generative Artificial Intelligence and Management Transformation

Background: The Wuhan International Conference on E-Business (WHICEB) series is an affiliated conference of the Association for Information Systems (AIS), 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 2025, we will be holding the **24th** conference with the theme of '*Generative Artificial Intelligence and Management Transformation*'.

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. Generative artificial intelligence (GAI), as the core force of this round of technological revolution, is reshaping management thinking and practice in unprecedented ways. Closely integrated with management transformation in a firm, it has jointly opened a new window in the digital economy. This integration not only enhances the synergistic effect between digitization and intelligence but also introduces generative AI and data insights as new growth engines beyond the traditional growth model driven by human labor and financial capital. This has spawned new business models and management rules, further expanding the digital and intelligence enabled application boundaries in industry.

WHICEB2025 will be held from June 6th to 8th, 2025. This conference 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 smart service, intelligence marketing and digital operation transformation. 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, more enriching activities will be organized at the conference

Proceedings Publication: We only accept full research papers (less than 12 pages, LNBP format) from different aspects of business and disciplines. Research methods as case study, modeling, empirical study, on-spot, questionnaire, or experimental study are all welcomed.

- Conference proceedings from 2003-2021 have been listed in the Conference Proceedings Citation Index- Science/Social Science & Humanities (CPCI-S or CPCI-SSH, the former Index to Scientific & Technical Proceedings®, ISTP).
- Conference proceedings of 2023 and 2024 has been published in *Springer's Lecture Notes in Business Information Processing* (LNBP), and been indexed by EI Compendex, CPCI and Scopus index.
- The extend abstract of proceedings from 2011 will also be available at AIS eLibrary (<http://ais.site-ym.com/?AISeLibrary>).



International Journal Recommendation: This conference will prepare a special issue of SSCI closely related to the conference theme, which is supported by SSCI indexed international journals. Selected best papers from the proceeding will be recommended to the following international journals/special issues: Data and Information Management (EI), Electronic Commerce Research and Applications(SSCI) , Electronic Markets(SSCI) , Electronic Commerce Research(SSCI) , Industrial Management & Data Systems(SCI), 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:	October 27th, 2024
EasyChair system open for submission:	November 10th, 2024
Submission deadline for full manuscript:	January 22nd, 2025
Acceptance announcement and Registration:	March 12th, 2025
Deadline for final camera-ready paper:	April 2nd, 2025
Registration deadline (accepted paper):	April 2nd, 2025
Conference date:	June 6th-8th, 2025

【Conference Tracks for Submission】

- 🔗Track1: Artificial Intelligence and New Ways of Working
- 🔗Track2: Conversational Artificial Intelligence and Information Behavior
- 🔗Track3: Data Analytics and Digital Governance
- 🔗Track4: Data Intelligence and Social Computing on Digital Platforms
- 🔗Track5: Digital Enablement and Digital Governance
- 🔗Track6: Digital Innovation and Social Impact
- 🔗Track7: Digital Technologies for Sustainable Development
- 🔗Track8: Disruptive Technologies and Digital Transformation
- 🔗Track9: E-business Strategy & Online Marketing
- 🔗Track10: Emerging e-Commerce Initiatives Enabled by Advanced Technologies
- 🔗Track11: Engaging Technologies
- 🔗Track12: Generative AI-enhanced Risk Analytics and Modelling
- 🔗Track13: Healthcare Service and IT management
- 🔗Track14: Human-AI Integration in Organizations
- 🔗Track15: Next-Gen Technologies and Social Commerce
- 🔗Track16: Privacy and Security in Artificial Intelligence Generated Content
- 🔗Track17: Transformative Digital Innovations: Education, Sports, and Entertainment
- 🔗Track18: General IS and Digital Business Topics

Submission Requirement:

1. **Full Research Papers Requirements:** 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 *less than 12* pages (typesetting as required by *Springer's Lecture Notes in Business Information Processing* format). At least one author of accepted paper should attend the conference and present the paper, and accepted papers should register before April 2nd, 2025.

2. **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 EasyChair submission system (<https://easychair.org/conferences/?conf=whiceb2025>).
3. **Submission Number Requirements:** For this WHICEB2025 conference proceedings in *Springer's Lecture Notes in Business Information Processing*, each author may submit a maximum of *Three* papers, including all author names in the order of the submission.

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Data and Information Management (EI & Scopus index indexed)
Electronic Commerce Research (SSCI indexed)
Electronic Commerce Research and Applications (SSCI indexed)
Electronic Markets-The International Journal on Networked business (SSCI indexed)
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