



CALL FOR PAPER

The 19th Wuhan International Conference on E-Business

An AIS Affiliated Conference

Wuhan, P. R. China, May 29- 31, 2020

<http://www.whiceb.com/>

Background: The annual Wuhan International Conference on E-Business (WHICEB) is an AIS affiliated conference which covers e-business related topics. Wuhan International Conference on E-Business holds annually in May, and is widely recognized in the region and beyond as an excellent and fascinating academic conference. We have successfully held eighteen WHICEB conferences in the past since 2000. Previous 18 conferences have proved to succeed greatly in promoting e-business research and facilitating communication and cooperation among academic and corporate fields in e-business and beyond.

Currently, the business innovation initiatives, such as platformization and socialization, are pushing forward the development of e-business practice, and creating a business scenario of big data and intelligent application. The 19th conference, which will be held in Wuhan, P. R. China from May 29 to 31 in 2020, aims to motivate academic research and enterprise practice through integrating digitalized platform, e-business in social network, information technology and new thoughts and findings in the fields of service, marketing and operations management. The mission of this conference is to demonstrate innovative scientific research results, facilitate interdisciplinary research findings, and share the experience from different countries and regions.

English will be the formal language at 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 intuitions within China or abroad, doctor consortium will be held at the conference, active youth scholars will be invited to give individual speech at different session, as well as other enriched activities. All accepted papers will be presented in respective session.

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 19th 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-The International Journal on Networked business(SSCI), Electronic Commerce Research(SSCI), International Journal of Information Technology and Management(EI & Scopus), International Journal of Networking and Virtual Organizations(EI & Scopus), Journal of Systems and Information Technology(EI & Scopus), International Journal of Services Technology and Management(EI & Scopus).

Important Dates

Submission deadline for track proposal:	October 25th, 2019
Easychair system open for submission:	November 25th, 2019
Submission deadline for full manuscript:	January 15th, 2020
Acceptance announcement and Registration:	March 15th, 2020
Deadline for final camera-ready paper:	March 31th, 2020
Conference date:	May 29th-31th, 2020

【12 Tracks Call for Paper】

【1】 Artificial intelligence and new IS research

Topics

1. Psychological, social and cultural aspects of human-machine interactions
2. Challenges of consumer decision making assisted by AI
3. The changing of consumer behavior in AI context
4. Theories of AI-fostered service innovations, including smart product development and software development
5. Paradoxical effects of AI technologies on organizational activity
6. Emergence and evolution of platforms, ecosystems, and markets shaped by AI technologies
7. The competition and collaboration between firms in the AI-driven ecosystems
8. Emergence of collaboration between human service staff and AI and their impact on working and organizing
9. Privacy and information security in the context of AI
10. Ethical, moral, and societal implications of AI
11. Data analysis methods and algorithms in the AI context

Track Co-Chairs

[Yaobin Lu](#) Huazhong University of Science & Technology, China

[Ling Zhao](#) Huazhong University of Science & Technology, China

【2】 Big Data and Analytics

Topics

1. Big data analytics capability
2. Business value of big data analytics
3. Data mining and analytical methods
4. Social media analytics
5. Mobile analytics and omnichannel business
6. Big data and artificial intelligence
7. Big data and blockchain
8. Big data and robotics
9. Internet of things and cloud computing
10. Dark side of big data

Track Co-Chairs

[John Qi Dong](#) University of Groningen, The Netherlands

[Rohit Nishant](#) University of Laval

【3】 Cross-cultural E-commerce

Topics

1. Individual attributes and cross-cultural e-commerce shopping behaviors
2. Information technology and cross-cultural e-commerce
3. Cultural differences and shopping behaviors in cross-cultural environment

4. Environmental influence on e-commerce shopping intention
5. Cross-cultural capability and e-commerce shopping behaviors
6. Dark sides of information technology effects on e-commerce
7. Antecedents of cross-border e-commerce

Track Co-Chairs

[Shangui Hu](#) Anhui University of Technology, China

[Jinnan Wu](#) Anhui University of Technology, China

【4】 Digital Technologies, Digital Transformation, and Business Value

Topics

1. Digital technologies and digital transformation
2. Digital technologies and business value
3. Digital transformation and business value
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 and business value
10. Digital technologies project management
11. Digital transformation project management
12. Perspectives and challenges associated with digital technologies, digital transformation, and business value

Track Co-Chairs

[Xiaobo \(Bob\) Xu](#) The American University of Sharjah, Sharjah, UAE

[Weiyong Zhang](#) Old Dominion University, VA, USA

【5】 E-business Strategy & Online 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

【6】 Emerging Issues in E-Business

Topics

1. Usage and impacts of cutting-edge technologies (such as big data, cloud computing, VR/AR/MR, FinTech, Blockchain, AI, face recognition, immersive systems, etc.) in e-Business
2. Novel business models (such as sharing economy, social commerce, crowdsourcing, etc.) in e-Business enabled by IT
3. Impact and value of e-Business on our society's grand challenges (such as energy or food security, environmental change, health and well-being, poverty, etc.)
4. Conducting e-Business research in a novel and interesting way, either from theoretical or methodological perspectives
5. Other emerging issues in e-Business (e.g., ubiquitous commerce, smart commerce, dark side of e-commerce, etc.)

Track Co-Chairs

[Zhongyun \(Phil\) Zhou](#) School of Economics and Management, Tongji University, China

[Xiao-Liang Shen](#) Economics and Management School, Wuhan University, China

[Yongqiang Sun](#) School of Information Management, Wuhan University, China

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

【7】 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
 - esports

Track Co-Chairs

[Nannan Xi](#) Tampere University, Finland

[Juho Hamari](#) Tampere University, Finland

[Hongxiu Li](#) Tampere University, Finland

【8】 Enterprise social media

Topics

1. Innovation in enterprise social media
2. Social media adoption strategy and approaches among organizations
3. Business value and organizational impacts of enterprise social media
4. Behavioral issues in enterprise social media
5. Impacts of enterprise social media on employees and teams
6. Dark sides of enterprise social media
7. Challenges brought by ESM using in organizations
8. knowledge management and enterprise social media
9. The capabilities of enterprise social media

Track Co-Chairs

[Yi Wang](#) Southwestern University of Finance and Economics

[Yuan Sun](#) Zhejiang Gongshang University

[Si Shi](#) Southwestern University of Finance and Economics

【9】 Information Management and Health Outcomes

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. Information systems for global health
8. Mobile Apps and Wearables for Healthcare Management and Analysis
9. Smart Hospitals, and Smart Healthcare Systems
10. Data science, artificial intelligence,5G technologies, the Internet of Things, cloud computing in medicine,

healthcare & ageing care

11. Behavioral studies in healthcare IT
12. Data-driven health management, health policy analysis and health service innovation
13. Mobile health, Telemedicine and Internet Hospitals
14. Intelligent mobile terminals systems and medical robotics
15. Online health communities and social medial in health

Track Co-Chairs

[Zhaohua Deng](#) Huazhong University of Sci. & Tech

[Tailai Wu](#) Huazhong University of Sci. & Tech

[Dongxiao Gu](#) Hefei University of Technology

[Jia Li](#) East China University of Science and Technology

【10】 Information Systems and Operations Management

Topics

1. Influence of IS on Operational Strategies
2. Data-driven Supply Chain Management
3. Big Data and Analytics for Operations Mangement
4. Blockchain for Operations Mangement
5. Artificial Intelligence for Operations Mangement
6. IS-enabled Service Operations and Servitization
7. IS-enabled Production Design and Management
8. IS-enabled Product Development
9. IS-enabled Green/Sustainable Supply Chain
10. IS Security in OM

Track Co-Chairs

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

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

[Meng Chen](#) Soochow University

【11】 Practice and Theory in Cross-border E-commerce

Topics

1. The inter-governmental cooperation in cross-border e-commerce
2. Tariff issues in cross-border e-commerce
3. Online-offline integration in cross-border e-commerce
4. Cross-border e-commerce and cross-border network development
5. Integration between cross-border e-commerce practice and education in higher education
6. Product selection in cross-border e-commerce
7. Logistic problems and their solutions.
8. EWTP and its impacts on cross border ecommerce
9. Social and environmental impacts of cross border ecommerce

Track Co-Chairs

- [Dehua He](#) Huazhong Agricultural University
[Devi Zhou](#) Huazhong Agricultural University
[Amar Razaq](#) Huazhong Agricultural University
[Muhammad Rizwan](#) Yangtze University

【12】 Social Network and Commerce

Topics

1. Business model innovation based on social network
2. Motives behind consumer behavior in social commerce, e.g., response to marketing/promotion strategies, privacy issues...
3. Value co-creation by consumer, enterprise and social media
4. Trust building and transferring in social networks
5. Theory and analysis of online and offline social networks
5. Information sharing, dissemination and diffusion
6. Digital interactions and collaboration in social networks
7. Content analysis and understanding in social networks
8. Evolution and Complexity of social network
9. Development and use of social media analytics in commerce contexts (e.g. design science approaches, the computational turn; big data methods)

Track Co-Chairs

- [Jiang Wu](#) Wuhan University
[Ling Zhao](#) Huazhong University of Science & Technology
[Zhongyi Hu](#) Wuhan University
[Zhao Pan](#) Huazhong University of Science & Technology

Submission Requirement:

1. **Type 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 a submitted paper should be 8-12 pages (typesetting as required by proceedings paper format). The recommended paper author is required to provide an expanded abstract of 2 pages. The published expanded abstract in the conference in proceedings will not influence submitting your paper to international journals in the future. At least one author of an accepted paper should attend the conference and present the paper, and accepted papers should register before March 31th, 2020.
2. **Type 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. Short research paper should be novel, unique, or interdisciplinary. The contents of the paper can be literature review on new issues, theory development at the initial stage, new analysis or method on existing data. Excellent papers after double-blind review will be recommended to international journals. The length of a submitted paper should be 6-8 pages. The recommended paper author is required to provide an expanded abstract of 2 pages. The published expanded abstract in the conference in proceedings will not influence submitting your paper to international journals in the future. At least one author of

an accepted paper should attend the conference and present the paper, and accepted papers should register before March 31th, 2020.

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 (<https://www.whiceb.com/en/submissions>).
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.

【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, 2020.

Conference Committee

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The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China
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Baden-Wuerttemberg Cooperative State University Heidenheim, Heidenheim, Germany
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Electronic Commerce Research and Applications (SSCI index),
Electronic Markets-The International Journal on Networked business (SSCI index),
International Journal of Information Technology and Management (EI & Scopus index),
International Journal of Networking and Virtual Organizations (EI & Scopus index),
Journal of Systems and Information Technology (EI & Scopus index),
International Journal of Services Technology and Management (EI & Scopus index).

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