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, marking 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®; ISTP). The proceedings will also be available at AIS eLibrary (http://ais.library.com/?AISeLibrary ).Papers accepted at the 19th conference will summitted 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

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<td><strong>Track Co-Chairs</strong></td>
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<tr>
<td><strong>Yaobin Lu</strong> Huazhong University of Science &amp; Technology, China</td>
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<td><strong>Ling Zhao</strong> Huazhong University of Science &amp; Technology, China</td>
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<td><strong>Track Co-Chairs</strong></td>
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<tr>
<td><strong>John Qi Dong</strong> University of Groningen, The Netherlands</td>
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<td><strong>Rohit Nishant</strong> University of Laval</td>
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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

### 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

### 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

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**【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

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**【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
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

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**[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 Management
4. Blockchain for Operations Management
5. Artificial Intelligence for Operations Management
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

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**[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
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
6. Information sharing, dissemination and diffusion
7. Digital interactions and collaboration in social networks
8. Content analysis and understanding in social networks
9. Evolution and Complexity of social network
10. Development and use of social media analytics in commerce contexts (e.g. design science approaches, the computational turn; big data methods)

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 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 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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Electronic Commerce Research and Applications (SSCI index),
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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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