



## CALL FOR PAPER

# The 18th Wuhan International Conference on E-Business

An AIS Affiliated Conference

Wuhan, P. R. China, May 24- 26, 2019

<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 seventeen WHICEB conferences in the past since 2000. Previous conferences have successful evidences at promoting intellectual research and facilitates academic and corporate networking in e-business and relevant fields.

18<sup>th</sup> WHICEB will be held in Wuhan, P. R. China from May 24 to 26, 2019. This conference aims at providing a platform for academics and practitioners to identify and explore the innovative initiatives, solutions and approaches to making the Internet a productive and efficient alternative for the new eWorld.

As emerging digital environments generate new ways of communication and interaction between individuals, organizations and societies, we need to examine the new structures, processes and operations to ensure our migration to a more reliable eWorld. We also have to identify entrepreneurial opportunity of e-business and to help enterprises for the challenges ranging from technological to behavioral issues, from marketing to privacy issues, from effectiveness to security issues. Moreover, it is essential that managers, employees and citizens take actions at both the macro and the micro levels; our discourse focuses on designing suitable organizational configurations, effective and efficient processes, new kinds of products and services, and necessary infrastructures and technologies. In this global world, we need to leverage technologies and manage processes of services and products for the e-business.

**Paper Submission:** We welcome two types of submissions (completed research papers, and research-in-progress papers) from different aspects of business and from different disciplines. Conference proceedings will be listed in the Conference Proceedings Citation Index- Science/Social Science & Humanities (**CPCI-S** or **CPCI-SSH**, former the Index to Scientific & Technical Proceedings® (ISTP) or in the Index to Social Sciences and Humanities Proceedings® (ISSHP)). The proceedings will also be available at AIS eLibrary (<http://ais.site-ym.com/?AISeLibrary>).

**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).

## Conference Tracks

### 1. Big Data and Analytics

1. Business value of big data
2. Innovation from analytics
3. Data mining and text mining
4. Social media analytics and crowdsourcing
5. Mobile analytics and omnichannel business

#### Track Co-Chairs

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

[Chia-Han Yang](#) National Cheng Kung University, Taiwan

## 2. Blockchain-enabled Business Innovations

1. Technical Issues of Blockchain
2. Theories and Approaches of Blockchain
3. Revolution of Blockchain on Trust-related Issues
4. Distributed and Decentralized Management, Decision Making, Organization and Governance
5. Blockchain-enabled New Business Models
6. Applications and Cases of Blockchain
7. Blockchain-based Data Management
8. Cryptocurrencies and Digital Money
9. Privacy, Security and Environmental Sustainability.

### Track Co-Chairs

[Jiaqi Yan](#) Nanjing University, China

[Zhiyong Liu](#) Dalian University of Technology, China

## 3. Digital Technologies, Digital Transformation, and Business Value

1. Digital technologies and digital transformation
2. Digital technologies and business value
3. Digital transformation and business value
4. 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. 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

## 4. E-business strategy & online marketing

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

## 5. Emerging Issues in E-Business

1. Usage and impacts of cutting-edge information and data technologies (such as artificial intelligence, big data, cloud computing, virtual/augmented/mixed reality, FinTech, Blockchain, face recognition, immersive systems, automating technology, etc.) in e-Business.
2. Novel business models (such as sharing economy, social commerce, crowdsourcing, crowdfunding, value co-creation, digital ecosystem, etc.) in e-Business enabled by information and data technologies.
3. Impact and value of e-Business on our society's grand challenges (such as energy or food security, urban governance, 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 (e.g., neuroscience and mixed methods).
5. Other emerging issues in e-Business.

### 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

## 6. Enterprise social media

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. Firm 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, China

[Yuan Sun](#) School of Business Administration, Zhejiang Gongshang University, China

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

## 7. Information systems and operations management

1. IT Business Value
2. Influence of IS on Operational Strategies
3. Digitization of Logistics and Supply Chain Management
4. Big Data and Data Analytics for OM
5. Blockchain for OM
6. Product and Service Development through IS
7. IS-enabled Service Operations and Servitization
8. IS-enabled Quality Management
9. IS for Production Planning and Control
10. Green IS and Sustainable Supply Chain Management

### Track Co-Chairs

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

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

## 8. IT-Enabled Value Cocreation in Supply Chain

1. Value co-creation through IT in supply chain
2. Value appropriation among supply chain partners through IT
3. Relationship governance in digital supply chain contexts
4. Impact of IT on supply chain performance and innovation
5. Effective use of IT/IOS to deal with institutional/geographic distance among supply chain partners in emerging economies
6. IT-enabled supply chain risk management
7. IT-enabled supply chain resilience and robustness
8. IT and open innovation models in supply chain context

### Track Co-Chairs

[Shaobo Wei](#) School of Management, University of Science and Technology of China, China

[Xiayu Chen](#) School of Management, Hefei University of Technology, China

[Zhen Zhu](#) School of Economics and Management, China University of Geosciences, Wuhan, China

## 9. Social Network and Commerce

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

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

[Jiang Wu](#) Wuhan University, China

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

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### **Notice: Call for workshop proposal**

The Wuhan International Conference on E-Business (WHICEB) traditionally hosts a number of workshops on different topics related to Information Systems and e-Business. These workshops are well attended and provides the IS community interested in particular areas with opportunities to meet and exchange ideas. For specific information about submission instructions and details about any particular workshop please use the contact details as described. All WHICEB2019 workshops will be held on Monday 25th-26th May at the same place as the main conference venue. Each workshop organizer is invited to submit a proposal before **April 1st, 2019**.

### **We welcome you to invite paper submission and organize the session at WHICEB2019.**

Please download workshop table at <http://www.whiceb.com/theme.html>. After finishing, please send to

**Secretary-General**, Associate Prof. Zhu, [zhuzhen2008@gmail.com](mailto:zhuzhen2008@gmail.com)

**Conference Chair**: Prof. Jing Zhao , [zhao5563@outlook.com](mailto:zhao5563@outlook.com)

If you have any additional questions, feel free to contact to them.

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## Important Dates

<b>Submission deadline for track proposal:</b>	<b>October 30th, 2018</b>
<b>EasyChair system open for submission:</b>	<b>November 15th, 2018</b>
<b>Submission deadline for full manuscript:</b>	<b>January 20th, 2019</b>
<b>Acceptance announcement:</b>	<b>March 10th, 2019</b>
<b>Deadline for final camera-ready paper:</b>	<b>March 25th, 2019</b>
<b>Registration deadline (accepted paper):</b>	<b>March 25th, 2019</b>
<b>Submission deadline for workshop proposal:</b>	<b>April 1st, 2019</b>
<b>Conference date:</b>	<b>May 24th-26th, 2019</b>

## Conference Committee

### Conference hosts

The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China  
School of Economics and Management, China University of Geosciences, Wuhan, China  
Baden-Wuerttemberg Cooperative State University Heidenheim, Heidenheim, Germany  
College of Business, Alfred University, Alfred, New York, USA

### Organizers

The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China  
School of Economics and Management, China University of Geosciences, Wuhan, China  
School of Management, Wuhan Textile University  
Research center of Enterprise Decision Support, Key Research Institute of Humanities and Social Sciences in Universities of HuBei Province

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### Conference Honorary Chair

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### **Sponsoring journals (alphabetical order)**

Electronic Commerce Research (SSCI index),  
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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