



CALL FOR PAPER

The 20th Wuhan International Conference on E-Business

An AIS Affiliated Conference

Wuhan, P. R. China, May 28- 30, 2021

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

Conference Theme: Artificial Intelligence Enabled Business Innovation

Background: The Wuhan International Conference on E-Business (WHICEB) is an AIS affiliated conference which has been held successfully since the year of 2000, serving as an annual academic conference for improvement and development of global e-business study, academic exchange, and cooperation. In the coming year of 2021, we will be holding the 20th conference with the topic of ‘AI (Artificial Intelligence)-enabled Business Innovation’.

With the transition from internet times to AI times, technological improvement and business model innovation have reciprocal influence. Technological improvement can promote business innovation, and vice versa. The application of 5G technology has brought about new business prospects in the field of big data and AI applications. Digitalization and AI technology have inspired a new round of business innovation in manufacturing, business, education and personal life. New technology, business, and rules will redefine the scenario of ‘internet plus’, reconfigure the business model from the bottom up. *Welcome to the AI-enabled era!* Facing the opportunities brought by AI, many enterprises have taken the initiatives in product and business innovation in organization and management change. Meanwhile, guidance and support from the academic field are also needed.

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, not to mention other enriching activities. All accepted papers will be presented in the respective session. In view of the Covid-19 outbreak, WHICEB2021 will consider organizing academic exchange activities *both online and offline*.

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 a 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 20th conference will 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),Internet Research (SSCI), Journal of Database Management(SCIE), Journal of Organizational and End User Computing (SCI & SSCI), International Journal of Networking and Virtual Organization s(EI & Scopus), Journal of Systems and Information Technology(EI & Scopus).

Important Dates

Submission deadline for track proposal:	November 15th, 2020
Easychair system open for submission:	December 5th, 2020
Submission deadline for full manuscript:	January 31th, 2021
Acceptance announcement and Registration:	March 15th, 2021
Deadline for final camera-ready paper:	March 31th, 2021
Conference date:	May 28th-30th, 2021

【13 Tracks Call for Paper】

【1】 Conference Theme Track: Artificial intelligence enabled Business Innovation

Topics

1. Exploratory research of typical cases of AI enabled business innovation
2. Theories and methodologies of AI enabled service/product innovations, including smart product development and software development
3. Data analysis methods and algorithms in the context of AI enabled business innovation
4. Consumer psychology and behavior in AI context, e.g., human-machine interactions, consumer decision making assisted by AI
5. Paradoxical effects of AI technologies on organizational activity
6. Emergence of collaboration between human service staff and AI and their impact on working and organizing
7. AI explainability in AI enabled business innovation
8. Emergence and evolution of platforms, ecosystems, and markets shaped by AI technologies
9. The competition and collaboration between firms in the AI-driven ecosystems
10. Privacy and information security in the context of AI enabled business innovation
11. Ethical and moral issues in AI enabled business innovation

Track Co-Chairs

- [Yaobin Lu](#) Huazhong University of Science & Technology, China
[Ling Zhao](#) Huazhong University of Science & Technology, China
[Jiang Wu](#) Wuhan University, China

【2】 Big Data and Business Analytics

Topics

1. Strategies for competing on analytics
2. Business value of analytics capabilities
3. Big data system/platform design
4. Cloud computing and data infrastructure
5. Data mining and visualization methods
6. Social media analytics and social network analysis
7. Mobile/geo analytics and omnichannel business
8. Big data, AI and machine learning
9. Internet of things and sensor data analysis
10. Data scientist and analytical skills
11. Dark side of big data
12. Ethical and privacy issues of big data

Track Co-Chairs

- [John Qi Dong](#) University of Dublin, Ireland
[Rohit Nishant](#) Laval University, Canada

【3】 Bright and Dark Sides in E-Business

Topics

1. Social and economic returns of e-business

2. Online customer misbehavior
3. Fake information in e-business
4. Cyber crime
5. Data privacy and cyber security
6. Digital divide
7. Responsible AI
8. Machine misbehavior
9. Dark side of digitalization
10. Value co-destruction
11. Negative word-of-mouth
12. Ethical and legal issues in e-business
13. Polarization in e-business
14. Adverse effects of e-business

Track Co-Chairs

- [Zhongyun \(Phil\) Zhou](#) Tongji University, China
[Xiao-Liang Shen](#) Wuhan University, China
[Yongqiang Sun](#) Wuhan University, China
[Xiao-Ling Jin](#) Shanghai University, China

【4】 Digital Inclusive Society and ICTs Innovation for Senior Citizens in the New Normal COVID-19

Topics

1. E-commerce for senior citizens
2. Technology equity for senior citizens
3. Impacts of ICTs use on senior citizens
4. ICT-enabled healthcare for senior citizens
5. The growth of smart medical for healthcare during the COVID-19 outbreak
6. ICT-enabled services for senior citizens during the COVID-19 outbreak
7. Technologies for nursing centers during the COVID-19 outbreak
8. Possible strategies sentiment regulation for senior citizens during the COVID-19 outbreak

Track Co-Chairs

- [Junjie Zhou](#) Shantou University, China
[Xusen Cheng](#) Renmin University of China, China
[Jian Mou](#) Pusan National University, Korea

【5】 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/transformation and shared economy
11. Digital technologies/transformation project management
12. Perspectives and challenges associated with digital technologies, digital transformation, and business value

Track Co-Chairs

[Xiaobo Xu](#) Xi'an Jiaotong-Liverpool University, China

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

【6】 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

【7】 Emerging digital technologies in the workplace

Topics

1. Digital technology affordances
2. Digitization of work and its impact on work process
3. Digital technologies use and adoption
4. Digital technologies and work/job design
5. Effects (both positive and negative) of digital technologies at workplace
6. Organizational management practices and policies associated with digital technologies use
7. New theories to describe and explain the phenomenon of using digital technologies in workplace

Track Co-Chairs

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

[Yuan Sun](#) Zhejiang Gongshang University, China

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

【8】 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, affective computing (e.g. robotics, artificial intelligence)

Track Co-Chairs

[Nannan Xi](#) Tampere University, Finland

[Hongxiu Li](#) Tampere University, Finland

[Juho Hamari](#) Tampere University, Finland

【9】 ICTs in fighting against the COVID-19 pandemic

Topics

1. Digital surveillance (monitoring, detection, and prevention)
2. Novel applications by advanced ICTs for COVID-19
3. Infordemic (fake news and misinformation)
4. Public sentiment
5. Ethical issues
6. Integration and analyses of multi-source data
7. COVID-related online information activities
8. ICTs in developing digital workplace
9. Social and moral issues(work-life balance, isolation and loneliness)
10. Social distance and mental health
11. Age-related digital divide
12. Consumer behaviors for emerging business models

Track Co-Chairs

[Zhaohua Deng](#) Huazhong University of Science & Technology, China

[Hong Wu](#) Huazhong University of Science & Technology, China

【10】 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 Science & Technology, China
[Tailai Wu](#) Huazhong University of Science & Technology, China
[Dongxiao Gu](#) Hefei University of Technology, China
[Jia Li](#) East China University of Science and Technology, China

【11】 Information Systems and Operations Management

Topics

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

Track Co-Chairs

- [Hefu Liu](#) University of Science and Technology of China, China
[Zhao Cai](#) University of Nottingham Ningbo China,
[Meng Chen](#) Soochow University, China

【12】 Social Commerce and Immersive Interaction

Topics

1. User behavior in social commerce and immersive interaction
2. Security and privacy policy in social commerce and immersive interaction
3. New business models in social commerce and immersive interaction
4. Personalized marketing in social commerce and immersive interaction
5. Big data analytics in social commerce
6. Features and functions of immersive interaction
7. Positive and negative sides of using immersive interaction in online shopping environments
8. New theories and methodologies to describe and explain the phenomenon of social commerce and immersive interaction

Track Co-Chairs

Xiayu Chen	Hefei University of Technology, China
Yuanchun Jiang	Hefei University of Technology, China
Shaobo Wei	University of Science and Technology of China, China

【13】 Trust in Digital Economy

Topics

1. Trust in social computing
2. Trust in social networking service
3. Trust in unfamiliar enterprises
4. Trust and trust management in O2O/B2C/P2P environment
5. Trust in e-commerce/e-business/social shopping environment
6. Sentiment analysis in social media for trust issues
7. Social innovation and the trust relationship
8. Impact and influence of fake news in social media
9. Trust of fintech on social media platforms

Track Co-Chairs

Cong Cao	Zhejiang University of Technology, China
Jun Yan	University of Wollongong, Australia
Mengxiang Li	Hong Kong Baptist University, China

Submission Requirement:

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 submitted paper should be **8-12** pages (typesetting as required by proceedings paper format). The recommended paper author is required to provide expanded abstract of 2 pages. The published expanded abstract in the conference in proceedings will not influence submitting your paper to internal journals in the future. At least one author of accepted paper should attend the conference and present the paper, and accepted papers should register before March 31, 2021.
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. Your paper should be novel, unique, or interdisciplinary. The contents of the paper can be literature review on new issues, theory development at initial stage, new analysis or method on existing data. The length of submitted paper should be **7-8** pages. At least one author of accepted paper should attend the conference and present the paper, and accepted papers should register before March 31, 2021.
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 (EasyChair).
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, 2021.

Conference Committee

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Baden-Wuerttemberg Cooperative State University Heidenheim, Heidenheim, Germany
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Internet Research (SSCI)
Journal of Database Management (SCIE)
Journal of Organizational and End User Computing (SCI & SSCI)
International Journal of Networking and Virtual Organizations (EI & Scopus),
Journal of Systems and Information Technology (EI & Scopus index)

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