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**ICEB2020—the 20th International Conference on
Electronic Business**

Programme Book

Hong Kong, S.A.R. China, 5-8 December 2020



Welcome Message



Welcome to the very first International Conference on Electronic Business (ICEB 2020) virtual conference. Celebrating its 20th anniversary, the ICEB is held virtually this year by the University of Hong Kong, S.A.R. of China. The theme of this year's Conference is "*Electronic Business under COVID-19 Pandemic*". We received 71 submissions and 54 papers were accepted into the final program that consisted of 19 sessions. The topic areas of the papers in this conference include artificial intelligence, big data, blockchain, COVID-19 issues, E-collaboration, E-commerce, E-education, E-innovation, E-marketing, E-SCM, E-sustainability, IoT, social commerce, technological issues, and user behaviors, etc.



In the conference, we have scheduled four keynote speakers (in sequence of appearance): Prof. Patrick Y.K. Chau, the Chief Editor of *Information and Management*; Prof Dorothy E. Leidner, the Chief Editor of *Journal of Association for Information Systems*; Prof. Christy Cheung, the Chief Editor of *Internet Research*; Prof. Fred Phillips, the Chief Editor of *Technological Forecasting and Social Change*. Because of the COVID-19 pandemic, all keynote speeches and presentations are delivered with the ZOOM software in two virtual meeting rooms. Unlike the previous years conducted in one day, the keynote speeches this year are scheduled across three days considering the time zone differences of the speakers in the U.S. Presentation sessions are also scheduled in a way that authors on the other continents are able to attend the meetings between 9 AM and 9 PM time frame.

The annual conference of ICEB is an excellent opportunity for the scholars like you and me to share research ideas and get informed about the latest development in the fields. We could meet leading scholars from around the world to establish a research network and engage in future collaborations. In this conference, there are 55 registered scholars from 15 countries or regions, including Australia, China, Germany, Hong Kong, Ireland, Lithuania, Malaysia, New Zealand, Portugal, Saudi Arabia, Singapore, Taiwan,

Thailand, UAE, UK, USA. This year, the Best Paper Award Committee had selected 4 top-quality papers to receive the awards.

Finally, on behalf of the entire Conference Committee, we thank you all very much for participating in ICEB 2020 virtual conference, without you the conference it will not be successful. We also thank all the speakers, presenters, reviewers, the program committee members, Best Paper Award committee members, and session chairs, who all have contributed their time and effort to this conference. Special thanks go to our conference secretariat, Ms. Queenie Shek, two office colleagues and two IT staffs from the University of Hong Kong, who had provided the administrative and technical support to execute the ZOOM conference events tirelessly and effectively. Also, to Northumbria University, we thank Dr. Honglei Li and her colleagues to manage the payment gateway. Last but not least, we thank you all for preparing and sharing your research findings in the meetings and look forward to seeing you again in ICEB 2021 in Bangkok.

Sincerely yours,

Eldon Y. Li

Eldon Y. Li
ICEB Honorary President
Distinguished Scholar
National Chung Cheng University, Taiwan
Chair Professor
Tongji University, China

Benjamin Yen

Benjamin Yen
ICEB 2020 Conference Co-Chair
Associate Professor
The University of Hong Kong, S.A.R., China

December 2020 in Hong Kong, S.A.R., China

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Conference Committees

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Keynote I

Prof. Patrick Y.K. Chau

Editor-in-Chief, *Information and Management*

“Neuroscience and Management: Its Applications and Development”

Abstract:

The growing use of neuroscience in management research has flourished in the past decade. A growing number of scientists from different backgrounds have combined research methods from neuroscience, experimental and behavioral economics, and cognitive and social psychology to look into human decision-making especially in a managerial context. The talk provides an overview of neuroscience in management research and discusses opportunities and challenges of conducting neuroscience in management research.



Biographical notes:

Professor Chau is Vice Provost for Research and Knowledge Exchange and Li Dak Sum Chair Professor in Information Systems and Operations Management at the University of Nottingham Ningbo China (UNNC). Prior to joining UNNC in March 2019, he was Padma and Hari Harilela Professor in Strategic Information Management at The University of Hong Kong. Dr. Chau conducts research in IT adoption/implementation and electronic commerce. He has close to 100 journal publications with many of them published in various top-tier and highly reputed journals, including MIS Quarterly, Journal of Management Information Systems, Journal of the Association for Information Systems, European Journal of Information Systems, Decision Support Systems, Information & Management, International Journal of Electronic Commerce, Decision Sciences and others. As of November 2020, the total number of citations of his papers in Google Scholar reaches over 21,600 with an H-index of 55. He is currently the Editor-in-Chief of Information & Management and a Senior Editor of Journal of the Association for Information Systems. He received the AIS Fellow Award in 2013 and is currently President-Elect of the Association for Information Systems.

For more

information: <https://www.nottingham.edu.cn/en/about/university-leadership/university-leadership.aspx>

Keynote II

Prof. Dorothy E. Leidner

Editor-in-Chief, *Journal of Association for Information Systems*

“Human Dignity Amid Personal Data Digitization”

Abstract:

With the rapidly evolving permeation of digital technologies into everyday human life, we are witnessing an era of personal data digitalization. Personal data digitalization refers to the sociotechnical encounters associated with the digitization of personal data for use in digital technologies. Personal data digitalization is being applied to central attributes of human life -- health, cognition, and emotion – with the purported aim of helping individuals live longer, healthier lives endowed with the requisite cognition and emotion for responding to life situations and other people in a manner that enables human flourishing. A concern taking hold in manifold fields ranging from IT, bioethics, and law, to philosophy and



religion is that as personal data digitalization permeates ever more areas of human existence, humans risk becoming artifacts of technology production. This concern brings to center stage the very notion of what it means to be human, a notion encapsulated in the term human dignity, which broadly refers to the recognition that human beings possess intrinsic value and, as such, are endowed with certain rights and should be treated with respect. This keynote will present a theoretical perspective of human dignity amid personal data digitalization, synthesizing what we know about personal data digitalization into a higher order theoretical structure around the concept of human dignity. Building upon the CARE theory as a foundation, researchers in a variety of IS research streams could develop mid-range theories for empirical testing or could use the CARE theory as an overarching lens for interpreting emerging IS phenomena. Practitioners and government agencies can also use the CARE theory to understand the opportunities and risks of personal data digitalization and to develop policies and systems that respect the dignity of employees and citizens. (Adopted from Leidner and Tona, The CARE theory of dignity amid personal data digitalization. forthcoming *MIS Quarterly*)

Biographical notes:

Dr. Dorothy E. Leidner is the Ferguson Professor of Information Systems at Baylor University. She is a Senior Research Fellow of Lund University in Sweden. Dorothy received her PhD from the University of Texas at Austin, from where she also received an MBA with a concentration in information systems and a bachelor's degree in the Plan II Honors program. She received an honorary doctorate from Lund University in 2018

and became a Fellow of the Association for Information Systems in 2011. Dorothy is currently the editor-in-chief of the Journal for the Association of Information Systems. She has previously served as senior editor for MIS Quarterly, Information Systems Research, the Journal of the Association of Information Systems, and the Journal of Strategic Information Systems. She directs the Ph.D. program in Information Systems at Baylor, a program she founded in 2008. It was a milestone for the University, being the very first Ph.D. program offered by the Hankamer School of Business.

For more information: https://blogs.baylor.edu/dorothy_leidner/

Keynote III

Prof. Christy M.K. Cheung
Editor-in-Chief, *Internet Research*

“The Dark Side of Social Media: The Role of Technology in Social Media Harassment”

Abstract:

Social media harassment, a cyberbullying behavior, poses a serious threat to users and platform owners of social media. The growing body of social media harassment research has made it challenging for researchers and practitioners to comprehend the current state of knowledge. In this sharing, I will present our literature analysis of prior studies and discuss the research themes and patterns of social media harassment. I will also talk about a recent study on bystander reporting intervention of social media harassment. The study contextualizes the bystander intervention framework and reporting literature to social media in order to understand why bystanders report social media harassment. Our contextualized intervention framework focuses on three



sociotechnical aspects—the online social environment, characteristics of the technology platform, and their interplay—that explain bystander reporting on social media platforms. We tested the model using data gathered from 291 active Facebook users. Most hypotheses were supported. We expect that this study contributes to the cyberbullying literature by offering a novel sociotechnical explanation of mechanisms that shape bystanders’ willingness to report social media harassment. Further, this study offers insight into how to build safer and secure social media platforms for all users.

Biographical notes:

Dr. Cheung is a Professor in the Department of Finance and Decision Sciences of Hong Kong Baptist University. She is the awardee of RGC Senior Research Fellow scheme with the funding to advance research into the role of technology in online collective deviant behavior. She earned a Ph.D. in Information Systems from the College of Business at City University of Hong Kong. Her research interests include Technology Use and Well-Being, Social Media, Data Analytics and IS Security. She has published more than 200 refereed articles in international journals and conference proceedings, including *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems* and *Journal of the Association for Information Systems*. She is the President of AIS-Hong Kong Chapter. She also serves as the Editor-in-Chief of *Internet Research*.

For more

information: <https://fds.hkbu.edu.hk/eng/info-system-e-bus-management/staff/admin-details.jsp?id=ccheungHKB&cv=00069&cid=165&cvurl>

Keynote IV

Prof. Fred Y. Phillips

Editor-in-Chief, *Technological Forecasting and Social Change*

“Publishing in Technological Forecasting and Social Change: Then and Now”

Abstract :

This talk profiles this high-impact international journal, explains authors' and explains editors' workflows. It zeroes in on five essential items authors should attend to carefully, in order to survive the layers of review. These are Topic, Title, Abstract, Methodology, and Prose. Getting past desk review and into peer review is essential, so the talk concludes with a checklist of twenty ways not to get desk-rejected.



Biographical notes:

Dr. Fred Phillips is Professor at University of New Mexico in the USA, and at Tongji University in Shanghai. He is the 2017 winner of the Kondratieff

Medal, awarded by the Russian Academy of Sciences. He is President-Elect of ACIEK, a society of innovation and entrepreneurship scholars, and he coordinates TANDO, a think-tank recently spun out of the University of Texas at Austin. Fred is a Fellow of PICMET, the Portland International Center for Management of Engineering and Technology.

Dr. Phillips attended The University of Texas and Tokyo Institute of Technology, earning the Ph.D. at Texas (1978) in mathematics and management science. His contributions in operations research include "Phillips' Law" of longitudinal sampling, and the first parallel computing experiments with Data Envelopment Analysis.

In Asia, Fred launched the State University of New York's campus in Korea, and he has been Visiting Scientist at the Chinese Academy of Sciences in Beijing. Currently, he is the Editor-in-Chief of Elsevier's international journal, *Technological Forecasting & Social Change* (impact factor 5.846). His latest book is *What About the Future?* (Springer 2019).

For more

information: <https://bighearttechnologies.com/wp-content/uploads/2018/08/FredPhillips2018.pdf>

ICEB2020 Session Overview

HK Time	12/5/2020	12/6/2020	12/7/2020
09:00	S1: Blockchain & IoT / Chair: Benjamin Yen	S9: Keynote II: Prof. Dorothy Leidner (USA -14 hours) Chair: John Hamilton	S16: AI / Chair: Cooper C.Y. Ku
09:30			
10:00			
10:30	S2: E-SCM / Chair: Xiaoyu Xu S3: Potpourri / Chair: Wei-Hsi Hung*	S10: E-Sustainability / Chair: Jao-Hong Cheng	S17: Keynote IV: Prof. Fred Phillips (USA -15 hours) Chair: Albert Huang
11:00			
11:30			
12:00	Lunch break	Lunch break	Lunch break
12:30			
13:00			
13:30			
14:00	S4: COVID-19 Issues / Chair: Stuart Orr S5: E-Marketing / Chair: Chong Guan	S11: COVID-19 Issues / Chair: Tzushan Tseng* S12: E-Commerce / Chair: Mathupayas Thongmak*	S18: COVID-19 Issues / Chair: Siriluck Rotchanakitumnuai* S19: E-Education / Chair: Ravi Sharma
14:30			
15:00			
15:30	S6: Keynote I: Prof. Patrick Chau Chair: Benjamin Yen	S13: Keynote III: Prof. Christy Cheung Chair: Ravi Sharma	S20: AI / Chair: Timon C. Du S21: Big Data & EC / Chair: Peter Ractham
16:00			
16:30			
17:00	S7: E-Innovation / Chair: Yue Guo S8: Techno. Issues / Chair: Savvas Papagiannidis*	S14: E-Collaboration / Chair: Carl-Philipp Beichert* S15: Behavioral Issues / Chair: Honglei Li*	S22: E-Innovation / Chair: Yichuan Wang S23: E-Commerce / Chair: Elena Vitkauskaitė*
17:30			
18:00			
18:30	End of the day	End of the day	End of the day

*indicates the chair is a co-author in the session.

Note: For session details, please see the section of “[ICEB 2020 Paper Sessions](#)” in the Program Book.

ICEB 2020 Keynote Sessions

Meeting Room 1

Location: <https://hku.zoom.us/j/96131327814?pwd=SOZPNytMVWlGTndVU0ZBV1o3b08rZz09>

Meeting ID: 961 3132 7814

Password: goiceb

3:00 PM - 4:30 PM December 5, 2020 (HK Time)

Keynote I

Prof. Patrick Y.K. Chau

Editor-in-Chief, *Information and Management*

“Neuroscience and Management: Its Applications and Development”

**9:00 AM - 10:30 AM December 6, 2020
(USA, -14 hours, 7:00 PM - 8:30 PM December 5)**

Keynote II

Prof. Dorothy E. Leidner

Editor-in-Chief, *Journal of Association for Information Systems*

“Human Dignity Amid Personal Data Digitization”

3:00 PM - 4:30 PM December 6, 2020

Keynote III

Prof. Christy M.K. Cheung

Editor-in-Chief, *Internet Research*

“The Dark Side of Social Media: The Role of Technology in Social Media Harassment”

**10:30 AM - 12:00 AM December 7, 2020
(USA, -15 hours, 7:30 PM - 9:00 PM December 6)**

Keynote IV

Prof. Fred Y. Phillips

Editor-in-Chief, *Technological Forecasting and Social Change*

“Publishing in Technological Forecasting and Social Change: Then and Now”

ICEB 2020 Best Paper Award Recipients

Session	Paper ID	Paper Title	Authors & Affiliation
S22	15	Personalized Music Recommendation Based on Style Type	Yixi Li, <i>Sichuan University, China</i> Mandie Liu, <i>Sichuan University, China</i> Fu He, <i>University of Electronic Science and Technology of China</i> Liangqiang Li*, <i>Sichuan Agricultural University, China</i>
S4	57	Opportunity in Pandemic: Understand How Customers Look at Your Banner Ads	Janjao Mongkolnavin, <i>Chulalongkorn University, Thailand</i> Pimmanee Rattanawicha, <i>Chulalongkorn University, Thailand</i> Sawitree Boonpatcharanon, <i>Chulalongkorn University, Thailand</i> Chaiyasut Jongtavornvitaya, <i>Chulalongkorn University, Thailand</i>
S21	11	Impacts of Competitive Uncertainty and Supply Chain Competence on Big Data Analytics Utilization: An Information Processing View	Wei Hsiu Weng, <i>National Chengchi University, Taiwan</i>
S1	6	Improvement of Market Economy Management Measures for Innovative Enterprises under Blockchain Technology	Xiuming Guan, <i>Macau University of Science and Technology, China</i> Rongyu Zhang, <i>Nanyang Technological University, China</i>

ICEB 2020 Paper Sessions

Day 1: December 5, 2020, Saturday

Meeting Room 1

Location:

<https://hku.zoom.us/j/96131327814?pwd=S0ZPNytMVWlGTndVU0ZBV1o3b08rZz09>

Meeting ID: 961 3132 7814

Password: (sent to you by email)

Meeting Room 2

Location:

<https://hku.zoom.us/j/98257518727?pwd=UnRrbnN2bzhPRXd3SFRqb3ppRDFmZz09>

Meeting ID: 982 5751 8727

Password: (sent to you by email)

Note: The schedule below is based on Hong Kong time. Authors at different time zones could retrieve the time-zone map here <http://iceb2020.johogo.com/res/TimeZoneMap.jpg> to convert the time to fit your locations.

*indicates the presenter of the paper.

9:00 AM - 9:05 AM December 5, 2020

Welcome Message from Conference Chairs

9:05 AM - 10:30 AM December 5, 2020

Meeting Room 1

Meeting Room 2

S1	Blockchain & IoT	Chair:	Benjamin Yen
ID	Paper Title	Authors	T
6	(Best Paper Awardee) Improvement of Market Economy Management Measures for Innovative Enterprises under Block Chain Technology	Xiuming Guan & Rongyu Zhang	F
25	Internet of Things Utilization in Marketing for Competitive Advantage: An Organizational Capability Perspective	Wei Hsiu Weng	F
56	Credit Mechanism of Electronic Honor Certificate System based on Blockchain	Ying Zhao, Jia Li, Liang Zhou & Aobo Lyu	F

No activity

10:30 AM - 12:00 PM December 5, 2020

Meeting Room 1				Meeting Room 2			
S2	E-SCM	Chair:	Xiaoyu Xu	S3	Potpourri	Chair	Wei-His Hung
ID	Paper Title	Authors	T	ID	Paper Title	Authors	T
13	Mode Innovation of the “Belt and Road” Supply Chain Finance under the Background of Digital Technology	Yaqin Dou, Shaobu Bai, Li Yao & Qian Sun	F	36	Rural destination revitalization in Shennongjia Forestry District : A Tourism Poverty Alleviation Perspective	Junyang Lu, Aimin Deng & Penghao Ye	W
19	Model Innovation and Risk Management of Agricultural Supply Chain Finance Under the Strategy of Rural Vitalization	Qiming Zheng, Mingxuan Zheng & Yaqin Dou	F	52	The Impact of Employment Discrimination on Job Search Performance	Xintong Liu, Qiong Jia & Longhui Li	W
59	Operational efficiency of Changzhou Distribution Center of Huitong Express in the peak period of online shopping	Fujiang Ge, Xing Gu & Li Yao	F	71	The continuous use intention and antecedents of the novice player group in social network online games	Wei-Hsi Hung & Kai-Ju Chuang	W

2:00 PM - 3:30 PM December 5, 2020

Meeting Room 1				Meeting Room 2			
S4	COVID-19 Issue	Chair:	Stuart Orr	S5	E-Marketing	Chair:	Chong Guan
ID	Paper Title	Authors	T	ID	Paper Title	Authors	T
35	Successful Features of Crowdfunding Campaigns: An Analysis of Requests for Coronavirus Food Relief	Nan Zhao, Zhengqing Yuan, Jiajie Zou, Candy L. Chiu, Han-Chiang Ho & Somkiat Mansumittrchai	A	23	How Do Price Promotion and Donation Promotion Affect Consumers' Impulsive Buying Behavior? —Based on Face Awareness and Regulatory Focus to the Interaction of Promotion Patterns	Sujuan Song & Wei Peng	F
57	<i>(Best Paper Awardee)</i> Opportunity in Pandemic: Understand	Janjao Mongkolnavin, Pimmanee Rattanawicha,	F	37	Do Users Mind the Brand Engagement? The Effect of Brand Engagement in	Xiaobei Liang, Ruohong Hao & Hu Meng	F

	How Customers Look at Your Banner Ads	Sawitree Boonpatcharanon, & Chaiyasut Jongtavornvitaya			Knowledge Sharing Virtual Community		
65	Role of Social Media in Creating Awareness During COVID-19 Pandemic	Tahany Almotawa & Duaa Aljabri	F	41	Impact of Corporate Social Responsibility on Consumers' Purchase Behavior in the E-commerce Environment	Xiao Lin Li, Dunhu Huang & Meng Qian Guo	F
3:30 PM - 5:00 PM December 5, 2020							
Meeting Room 1				Meeting Room 2			
S6	Keynote I	Chair: Benjamin Yen		No activity			
Prof. Patrick Chau "Neuroscience and management: its applications and development"							
5:00 PM - 6:30 PM December 5, 2020							
Meeting Room 1				Meeting Room 2			
S7	E-Innovation	Chair: Yue Guo		S8	Technological Issues	Chair: Savvas Papa-giannidis	
ID	Paper Title	Authors	T	ID	Paper Title	Authors	T
9	Projecting the Community Pharmacy into Home Health Care: An IS Perspective	Alexandra Maria De Almeida Ângelo, João Barata & Ana Paula Melo Santos	F	39	Aging and Urban Mobility in Bandar Sunway: A holistic approach	Kasturi Rajandran, Muhammad Zarul Hanifah Md Zoqratt, Dexter Shee Zhen Rong, George Woon Lukic, Kristel Tan, Pei-Lee Teh, Deepa Alex, Vineetha Kalavally, Shaun Lee Wen Huey, Alexandre Rene Schaefer, Jamuna Jairaman, Wong Chieh Lee & Qasim Ayub	W
33	Digital Transformation Research of Taiwan's Traditional	Chia-Yu Jih & Wei-Hsi Hung	F	64	A/B Testing of factors influencing the Impact of B2B Social Media Posts	Erin Coulson, Savvas Papagiannidis, Shirley Coleman & Natalia	F

	Manufacturing Industry based on the Ecosystem Perspectives				in an SME	Yannopoulou	
45	R&D investment that enhances IT firm survival	Buraj Patrakosol	W	69	Stock Price Prediction with Machine Learning Techniques: Experiments Across Five Sectors	Honglei Li, Josephine Chong, JiuHong Yu & Jialou Wang	F

Day 2: December 6, 2020, Sunday

9:00 AM - 10:30 AM December 6, 2020

Meeting Room 1				Meeting Room 2			
S9	Keynote II	Chair:	John Hamilton	No activity			
Prof. Dorothy Leidner							
"Human dignity amid personal data digitization"							

10:30 AM - 12:00 PM December 6, 2020

Meeting Room 1				Meeting Room 2				
S10	E-Sustainability	Chair:	Jao-Hong Cheng	No activity				
ID	Paper Title	Authors						T
31	The Role of ICT in sustainable development: the Ugandan narrative	Samuel Ekundayo, Maryam Tabatabaee & Karthik Sridhar						F
34	Upgrading and building of public technology service platform for SMEs in Jiangsu Province under the background of "Internet +"	Li Yao* & Fujiang Ge						F
38	Research on Consumers' Buying Behavior in the Context of "Helping Farmers Live" —Based on the dual role of economic	Xiaolin Li, Mengqian Guo & Dunhu Huang						W

	rationality and normative rationality							
2:00 PM - 3:30 PM December 6, 2020								
Meeting Room 1				Meeting Room 2				
S11	COVID-19 Issue	Chair:	Tzushan Tseng	S12	E-Commerce	Chair:	Mathupayas Thongmak	
ID	Paper Title	Authors		T	ID	Paper Title	Authors	
26	Cross sectoral cooperation during the COVID-19 crisis	Hua Guo & Baiyi Hou		A	4	Website Quality of Listed Companies: A Comparison between SMEs and Large Firms	Mathupayas Thongmak & Winai Nadee	
54	Lessons of COVID-19 Pandemic on Cross Border e-Commerce and Suggestions	Tzushan Tseng		F	21	Customer Classification and Service Quality Evaluation of Online Education Platform	Jinjing Li, Yongzhong Yang & Baibokonov Doszhan	
					61	E-commerce and Fashion Retail Industry: An Empirical Investigation on the Online Retail Sector in the Gulf Cooperation Council (GCC) Countries	Prakash Rao, Nitin Simha & Shazi Shah Jabeen	
3:30 PM - 5:00 PM December 6, 2020								
Meeting Room 1				Meeting Room 2				
S13	Keynote III	Chair:	Ravi Sharma	No activity				
Prof. Christy Cheung "The dark side of social media: The role of technology in social media harassment"								
5:00 PM - 6:30 PM December 6, 2020								
Meeting Room 1				Meeting Room 2				
S14	E-Collaboration	Chair:	Carl-Philipp Beichert	S15	Behavioral Issue	Chair:	Honglei Li	
ID	Paper Title	Authors		T	ID	Paper Title	Authors	
32	Collaborative Platform Empowerment: Case Study in the Digital Transformation of the	Chia-Yu Jih & Wei-Hsi Hung		F	14	Calm my headspace: Motivations and barriers for adoption and usage of	Mackenzie Kellen & Deepak Saxena	

	Interior Design Industry				meditation apps during times of crisis		
46	Regional Cooperative Innovation in the Guangdong-Hong Kong- Macau Greater Bay Area	Wanying Li, Jin'E Jiang, Haiyun Qiu & Yichang Hao	F	17	User Resistance Behavior in the Post-implementation Stage of a Hospital Information System	Peilei Fu, Hongjiao Fu, Liang Zhou & Ying Zhao	F
50	Guidance in the network jungle: a typology of inter-company innovation networks	Johannes Trenkle & Carl-Philipp Beichert	F	68	Constructing National Identity Education through Online Platform: A Case Study of Discovery Education for Primary Schools in UK	Erhui Shao & Honglei Li	A

Day 3: December 7, 2020, Monday

9:00 AM - 10:30 AM December 7, 2020

Meeting Room 1				Meeting Room 2			
S16	AI	Chair: Cooper C.Y. Ku			No activity		
ID	Paper Title	Authors	T				
16	Dynamic perturbation grasshopper optimization algorithm for engineering design problems	Yu Li, Xuechen Tu & Jingsen Liu	F				
22	A Two-stage Real-time Prediction Method For Multiplayer Shooting E-sports	Jiixin Liu, Jiixin Huang, Ruyun Chen, Tianchang Liu & Liang Zhou	F				
63	The Design of Intelligent Cleaning Robot for Solar Panel	Shengzan Yan, Ye Jian & Lijun Xu	F				

10:30 AM - 12:00 PM December 7, 2020							
Meeting Room 1				Meeting Room 2			
S17	Keynote IV	Chair:	Albert Huang	No activity			
Prof. Fred Phillips "Publishing in Technological Forecasting and Social Change: Then and now"							
2:00 PM - 3:30 PM December 7, 2020							
Meeting Room 1				Meeting Room 2			
S18	COVID-19 Issue	Chair:	Siriluck Rotchanakitu mnuai	S19	E-Education	Chair:	Ravi Sharma
ID	Paper Title	Authors	T	ID	Paper Title	Authors	T
3	Prediction Markets: A systematic review and meta-analysis	Roberto Louis Forestal, Anboli Elangovan & Peng Cheng Zhang	F	5	Experiential Learning through Role-Playing in the Digital Technology for Business Course	Mathupayas Thongmak	F
53	Citizens' adoption of digital technologies during Covid-19	Thamer Alshammari, Chris Messom & Yen Cheung	W	47	Exploration of Innovation and Entrepreneurship Education Path for College Students: A Case Study in the Guangdong-Hong Kong-Macao Greater Bay Area.	Xiao Bai, Huimin Xie, Yuxin Leng & Peiyong Huang	F
66	Revisit B2C E-Commerce Success Factors under the COVID-19 Pandemic	Siriluck Rotchanakitumnuai	W	60	Issues of Artificial Intelligence Design Talents Training in Applied Undergraduate Universities	Lijun Xu, Jianjun Hou, Zhe Chen & Jun Gao	F
3:30 PM - 5:00 PM December 7, 2020							
Meeting Room 1				Meeting Room 2			
S20	AI	Chair:	Timon C. Du	S21	Big Data & EC	Chair:	Peter Ractham
ID	Paper Title	Authors	T	ID	Paper Title	Authors	T
27	Bionic Product Design of Smart Home Robots for the Urban Youth	Xin Liu, Wen Zhang & Qiulu Zhou	F	11	(Best Paper Awardee) Impacts of Competitive Uncertainty and Supply Chain Competence on	Wei Hsiu Weng	F

					Big Data Analytics Utilization: An Information Processing View		
28	Application of Artificial Intelligence Technology in Baby Stroller Design	Hou Jianjun & Xu Lijun	F	43	Users' perceived beliefs from the perspective of review components	Qiong Jia, Huizhou Jiao & Li Yuxuan	F
40	Design Method of Intelligent Furniture	Jie Wang & Chang Lu	F	44	The Influence of Pinduoduo Group-buying Mode on Consumers' Impulse Buying	Jiali Cai, Xiaolin Li, You Li & Sujuan Song	F
5:00 PM - 6:30 PM December 7, 2020							
Meeting Room 1				Meeting Room 2			
S22	E-Innovation	Chair: Yichuan Wang		S23	E-Commerce	Chair: Elena Vitkauskaitė	
ID	Paper Title	Authors	T	ID	Paper Title	Authors	T
15	<i>(Best Paper Awardee)</i> Personalized Music Recommendation Based on Style Type	Yixi Li, Mandie Liu, Fu He & Liangqiang Li	F	7	Does COO Matter in Value Co-creation of Cross-border E-commerce?	Yan Ni, Zhen Qin* & Shumin Lv	F
30	Re-Think Insurance: A New Perspective of InsureTech	Julian Yu & Benjamin Yen	F	42	What Factors Influence Customers' Purchase Intentions in Travel-related Social Commerce?	Jin Guo, Shan Shan & Yulei Li	F
55	An Integrated Computer Vision Based OOH Audience Measurement System	Jialou Wang, Honglei Li & Shan Shan	W	67	Comparative Study of Business Models of Bikesharing Services	Elena Vitkauskaitė & Eglė Vaičiukynaitė	F

Conference Information

We hope you are looking forward to ICEB2020 virtual conference in a few days' time! Please find below some useful information about the conference.

Registration

Online payment gateway for registration and publication fees is open until December 4. Please email the Secretariat at HKU if you need any assistance.

Dress code

During the ZOOM meeting, video recording will be turned off. However, both video interaction mode should be turned on to allow physical identification. Presenters should be dressed professionally before the camera as your face and background will appear on the screen.

Presentation times

Each presentation is allocated 20-25 minutes plus 5 mins for Q&A. Please ensure that you stick to the times enter the ZOOM meeting room on time.

On the ZOOM meeting screen, the host will turn on "Multiple participants can share simultaneously" option using the up-arrow on the "Share Screen" button. A presenter can open the PowerPoint slides and click the "Share Screen" button to share the slides and make an oral presentation, just as if we are all in a physical meeting room.

If you are the first time ZOOM user, please review the video to familiarize yourself with the software at <https://support.zoom.us/hc/en-us/articles/115005759423-Managing-participants-in-a-meeting> (about 10 minutes).

No shows

Please note that all presenters are expected to present their work in person. In case of no-shows, papers will be removed from the proceedings. If you cannot make it to the conference please inform as soon as possible.

On-line Conference Program & Papers

We are aiming to undertake a sustainable conference. Please visit <http://iceb2020.johogo.com/> or <http://gebrcc.nccu.edu.tw/ICEB/ThisYear/> to access the Program Book, the conference papers, and plan your attendance.

Certificate of Attendance

If you require a certificate of attendance please email the Secretariat at HKU. Certificates will be prepared and emailed to you after the conference.