

# The 20th Wuhan International Conference on E-Business (WHICEB2021)

An AIS Affiliated Conference

## 第二十届武汉电子商务国际会议

信息系统协会（AIS）附属会议



Alfred University  
OUTSIDE of ORDINARY



The Queens Palace Hotel, Wuhan, China  
二妃山庄酒店 中国武汉



May 28- 30, 2021  
2021年5月28日-30日



Wechat of WHICEB

- Part I. Schedule at a Glance 日程总览
- Part II. Conference Program 会议程序
- Part III. Panel and Presentation Schedule 分会场宣读

Wifi Account  
User name: EFSZ-B10  
Password: 87205999

## Part I. Schedule at a Glance 日程总览

**Registration & Check in 会议注册和签到**

**May 28, 2021 15:30-18:00** Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

**May 29, 2021 08:00-18:00** Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

### May 28th, 2021: Graduate Students' Workshop: Research Design and Methodology in IS and E-business 博士论坛: IS 与电子商务研究设计与方法工作坊

**Venue:** China University of Geosciences (Wuhan), Future City Campus 中国地质大学(武汉)未来城校区

Beijing-CST	Panel/Presentation	Conference Hall
5/28/2021 9:00-12:00	Faculty Presentations//学术报告	<i>Conference Hall in the Second Floor, Building of School of Economics and Management</i> 经济管理学院二楼报告厅
5/28/2021 13:20-16:30	Opening Discussion with Faculties //开放式讨论	

### May 29th, 2021: The First Day of Conference 会议第一天

**Venue:** Queens Palace Hotel 二妃山庄酒店

Beijing-CST	Program	Conference Hall
5/29/2021 9:00-12:00	1-Opening //开幕式 2-Best Paper Announcement //宣布最佳论文 3-Keynote Address //主题报告	<i>Optical Valley Hall</i> 光谷厅
5/29/2021 13:30-17:30	Information Economics Seminar//信息经济专题研讨会	<i>Xiongchu Hall</i> 雄楚厅
	1- <i>Information and Management</i> Editors Panel// <i>Information and Management</i> 期刊主编座谈会 2- Journal Publishing Workshop//期刊投稿工作坊	<i>Qingchuan Hall</i> 晴川厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Ziyang &amp; Future Hall</i> 紫阳厅和未来厅

### May 30th, 2021: The Second Day of Conference 会议第二天

**Venue:** Queens Palace Hotel 二妃山庄酒店

Beijing-CST	Program	Conference Hall
5/30/2021 8:30-12:00	China Association for Information Systems (CNAIS) Seminar // <i>CNAIS</i> 专题研讨会	<i>Xiongchu Hall</i> 雄楚厅
	Guidance for Recommended Papers to International Journals// 推荐国际期刊论文辅导专题会	<i>Qingchuan Hall</i> 晴川厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Ziyang &amp; Future Hall</i> 紫阳厅和未来厅
5/30/2021 13:30-17:30	Seminar of National First-class Development and Education Innovation of E-business Program// 电子商务国家一流专业建设与教学改革研讨会	<i>Qingchuan Hall</i> 晴川厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Xiongchu, Ziyang &amp; Future Hall</i> 雄楚厅、紫阳厅和未来厅

★请遵守国家疫情防控要求, 涉疫情中高风险地区参会者可使用腾讯会议在线参加。★  
★会议期间除报告者外, 请坚持佩戴口罩。如有发热等症状, 请及时与组委会联系。★

# The 20th Wuhan International Conference on E-Business (WHICEB2021)

May 28th- May 30th, 2021  
The Queens Palace Hotel, Wuhan, China

## Part II. Conference Program

### Registration & Check in 会议注册和签到

May 28, 2021

🕒 15:30-18:00 Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

May 29, 2021

🕒 08:00-18:00 Lobby of the Queens Palace Hotel 二妃山庄酒店大堂

### May 28th, 2021: Graduate Students' Workshop: Research Design and Methodology in IS and E-business [博士论坛: IS 与电子商务研究设计与方法工作坊]

**Venue:** Conference Hall in the Second Floor, Building of School of Economics and Management,  
China University of Geosciences (Wuhan), Future City Campus

会议地点: 中国地质大学(武汉)未来城校区, 经济管理学院二楼报告厅

**Transportation:** take a bus to China University of Geosciences (Wuhan) Future City Campus from  
Chaoman Hotel (boarding time **08:00**) and The Queens Palace Hotel (boarding time **08:15**).

交通指南: 在潮漫酒店(上车时间 **08:00**)和二妃山庄酒店(上车时间 **08:15**)接参加预约  
学生(限 40 人)到中国地质大学(武汉)未来城校区

在线参与方式:

<b>Tencent/VooV Meeting ID:</b>	<b>165 960 458</b>	<b>Password:</b>	<b>2021</b>
<b>腾讯会议号:</b>	<b>165 960 458</b>	<b>密码:</b>	<b>2021</b>

**Time:** May 28th, 2021 2021 年 5 月 28 日

<b>Beijing-CST 北京时间</b>	<b>New York- EDT 纽约时间</b>	<b>Munich-CEST 慕尼黑时间</b>
<b>09:00</b>	<b>21:00 May 27th</b>	<b>03:00</b>

**Chair- Weiguo Fan**, Professor, Program Chair, The University of Iowa, USA [**Online**]

**Kanliang Wang** 王刊良, Professor, Session Chair, Renmin University of China

**Rong Du** 杜荣, Professor, Session Chair, Xidian University, China

🕒 09:00-09:20 **Opening Comments**

**Weiguo Fan**, Professor, Program Chair, The University of Iowa, USA [**Online**]

**Kanliang Wang** 王刊良, Professor, Session Chair, Renmin University of China

**Rong Du** 杜荣, Professor, Session Chair, Xidian University, China

🕒 09:20-10:30 **Faculty Presentation I and Q&A**

– 发言题目: 在论文中与理论对话

**Xixi Li** 李希熙, Associate Professor, University of Science & Technology Beijing, China

Notes

🕒 10:30-10:50 Take a Break (休息)

🕒 10:50-12:00 Faculty Presentation II and Q&A

– 发言题目: 基于实验方法的研究实例分享

*Cheng Yi* 易成, Associate Professor, Tsinghua University, China [Online]

🕒 12:00-13:20 Lunch

在线参与方式:

Tencent/VooV Meeting ID:	400 694 187	Password:	2021
腾讯会议号:	400 694 187	密码:	2021

Time: May 28th, 2021 2021年5月28日

Beijing-CST 北京时间	New York- EDT 纽约时间	Munich-CEST 慕尼黑时间
13:20	01:20	07:20

🕒 13:20-14:30 Faculty Presentation III and Q&A

– 发言题目: 社会网络分析方法在 IS 研究中的应用

*Jiang Wu* 吴江, Professor, Wuhan University, China

🕒 14:30-15:40 Faculty Presentation IV and Q&A

– 发言题目: 科学哲学、问卷设计与结构方程模型

*Wen-Lung Shiau* 萧文龙, Professor, Zhejiang University of Technology, China

🕒 15:40-16:50 Take a Break (休息)

🕒 15:50-16:30 Opening Discussion with Faculties

*Kanliang Wang* 王刊良, Professor, Session Chair, Renmin University of China

*Rong Du* 杜荣, Professor, Session Chair, Xidian University, China

*Xixi Li* 李希熙, Associate Professor, University of Science & Technology Beijing, China

*Cheng Yi* 易成, Associate Professor, Tsinghua University, China [Online]

*Jiang Wu* 吴江, Professor, Wuhan University, China

*Wen-Lung Shiau* 萧文龙, Professor, Zhejiang University of Technology, China

🕒 16:45 Taking a bus to the Queens Palace Hotel for conference registration

欢迎加入博士论坛群 (QQ 群号 320043560), 参与互动 @入群请注明姓名和学校



## May 29th, 2021: The First Day of Conference 会议第一天

### Notes

**Venue:** Queens Palace Hotel

会议室地点: 二妃山庄酒店

**Transportation:** take a bus to Queens Palace Hotel from Chaoman Hotel (boarding time **08:00**).

交通指南: 潮漫酒店 (上车时间 **08:00**) 接参会者到主会场二妃山庄酒店

🕒 **09:00-9:20 Opening [开幕式致辞] (Optical Valley Hall, 光谷厅)**

在线参与方式:

**Tencent/VooV Meeting ID: 293 147 688 腾讯会议号: 293 147 688**

**Beijing-CST 北京时间 New York- EDT 纽约时间 Munich-CEST 慕尼黑时间**  
**09:00 21:00 May 28th 03:00**

**Chair- Jing Zhao 赵晶**, Co-Chair, Professor, The Center for International Cooperation in E-Business (CICEB), China University of Geosciences, Wuhan

Welcome –**Yongsheng Liu 刘勇胜**, Professor, Vice President of China University of Geosciences, Wuhan

Welcome –**Patrick Y.K. Chau**, Professor, President-elect of AIS, Vice Provost of University of Nottingham - Ningbo China

Welcome –**Kanliang Wang 王刊良**, Professor, Vice President of CNAIS, Renmin University of China

20th Anniversary VideoWelcome –**Wilfred V. Huang**, Honorary Chair, Alfred University, USA

20th Anniversary VideoWelcome –**Doug Vogel**, Co-Chair, Professor, The President of the AIS for 2012-2013, AIS Fellow, Harbin Institute of Technology, China

20th Anniversary VideoWelcome –**Juergen Seitz**, Professor, Co-chair of WHICEB2020, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany

🕒 **09:25-09:45 Group Photo Taking & Coffee Break**

[合影和茶歇]

🕒 **09:45-10:00 Best Paper Announcement (Optical Valley Hall)**

[宣布最佳论文] (光谷厅)

**Chair- Maomao Chi**, Publicity Chair, Professor, China University of Geosciences, Wuhan

🕒 **10:00-12:00 Keynote Address(Optical Valley Hall)**

[主题报告] (光谷厅)

**Chair- Kanliang Wang 王刊良**, Professor, Vice President of CNAIS, Renmin University of China

– **Keynote speech: Human-AI Interaction and Future of Work**

**Kevin Hong**, Professor, C. T. Bauer College of Business, University of Houston, USA

– **Keynote speech: Computational Social Science in the Big Data Paradigm**

**Patrick Y.K. Chau**, Professor, President-elect of AIS, Vice Provost of University of Nottingham - Ningbo China [Online]

🕒 **12:00-13:30 Lunch 午餐 Dining Hall, the 2nd Floor**

二楼餐厅自助餐

🕒 **13:30-17:30 Information Economics Seminar (Xiongchu Hall) - Chinese seminar**

[信息经济专题研讨会] (雄楚厅) -中文会场

在线参与方式:

**Tencent/VooV Meeting ID: 131 141 877 腾讯会议号: 131 141 877**

**Time: May 29th, 2021 2021年5月29日**

**Beijing-CST 北京时间 New York- EDT 纽约时间 Munich-CEST 慕尼黑时间**  
**13:30 01:30 07:30**

主题：网络与机制设计

主席：陈斌，华中科技大学经济学院教授

报告人：

- 发言题目：Perceived Competition in Networks  
龙妍，华中科技大学经济学院副教授
- 发言题目：Screening with Network Externalities  
邢亦青，美国约翰-霍普金斯大学（Johns Hopkins University）助理教授

**15:20-15:40 Coffee Break 茶歇**

- 发言题目：Cheap Talk with Informal Funding  
程琛，美国约翰-霍普金斯大学（Johns Hopkins University）助理教授
- 发言题目：Seeking Feedback from Supervisors  
陈斌，华中科技大学经济学院教授

**🕒 13:30-15:40 Information and Management Editors Panel (Qingchuan Hall)**

[Information and Management 期刊主编座谈会] (晴川厅)

在线参与方式：

**Tencent/VooV Meeting ID: 421 369 119 腾讯会议号: 421 369 119**

**Time: May 29th, 2021 2021年5月29日**

<b>Beijing-CST 北京时间</b>	<b>New York- EDT 纽约时间</b>	<b>Munich-CEST 慕尼黑时间</b>
<b>13:30</b>	<b>01:30</b>	<b>07:30</b>

**Chair- Patrick Y.K. Chau**, Professor, President-elect of AIS, Vice Provost of University of Nottingham - Ningbo China

**Invited Editors:**

*Kanliang Wang*, Professor, Renmin University of China, Beijing, China

*Yaobin Lu*, Professor, Huazhong University of Science and Technology, Wuhan, China

*Alain Chong*, Professor, University of Nottingham - Ningbo China

**🕒 13:30-15:40 Special Address and Concurrent Sessions for Paper Presentation**

(Ziyang & Future Hall)

特邀报告与分会场宣读论文 (紫阳厅和未来厅)

**🕒 16:00-17:30 Journal Publishing Workshop (Qingchuan Hall) - Chinese workshop**

[期刊投稿工作坊] (晴川厅) - 中文会场

在线参与方式：

**Tencent/VooV Meeting ID: 882 318 609 腾讯会议号: 882 318 609**

**Time: May 29th, 2021 2021年5月29日**

<b>Beijing-CST 北京时间</b>	<b>New York- EDT 纽约时间</b>	<b>Munich-CEST 慕尼黑时间</b>
<b>16:00</b>	<b>04:00</b>	<b>10:00</b>

**Chair- Wen-Lung Shiau**, Professor, Zhejiang University of Technology, China

**Invited Editors:**

房超，副主编，Data Science and Management, 西安交通大学

桂林，责任编辑，《管理学报》编辑部，华中科技大学

于媛，编辑部主任，《信息资源管理学报》编辑部，武汉大学

**🕒 16:00-17:30 Special Address and Concurrent Sessions for Paper Presentation**

(Ziyang & Future Hall) 特邀报告与分会场宣读论文 (紫阳厅和未来厅)

- 🕒 17:50-18:40 **Reception** Dining Hall, The 2nd Floor  
二楼餐厅自助餐

**Transportation:** taking bus to Yangtze river beach park from Queens Palace Hotel (boarding time **18:50**), and back to hotels at **21:00**

大巴指南: 二妃山庄酒店(上车时间 18:50)接参会者到武汉汉口江滩参观武汉江滩夜景  
江滩公园(上车时间 21:00)返回潮漫酒店和二妃山庄酒店。

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## May 30th, 2021: The Second Day of Conference 会议第二天

**Venue:** Queens Palace Hotel

会议室地点: 二妃山庄酒店

**Transportation:** taking buses to Queens Palace Hotel from Chaoman Hotel (boarding time **08:00**).

大巴指南: 潮漫酒店(上车时间 08:00)接参会者到主会场二妃山庄酒店

- 🕒 08:30-12:00 **China Association for Information Systems Seminar (Xiongchu Hall)**  
[信息系统协会中国分会专题研讨会](雄楚厅)

**Theme:** Frontiers of Research on IT-enabled Services and Innovations

**Chair- Zhaohua Deng 邓朝华**, Professor, Huazhong University of Science and Technology, China

**Speakers:**

– **Title:** *Multi-step-ahead Influenza Prediction using Machine Learning Models*

**Yukun Bao 鲍玉昆**, Professor, Huazhong University of Science and Technology, China

– **Title:** *Optimization with Limited Data using Bootstrap*

**Shiming Deng 邓世名**, Professor, Huazhong University of Science and Technology, China

10:20-10:40 **Coffee Break 茶歇**

– **Title:** *Understanding the Role of Information Transparency in Improving Patient Experience: An Uncertainty Perspective*

**Zhaohua Deng 邓朝华**, Professor, Huazhong University of Science and Technology, China

– **Title:** *A Branch-and-Price-and-Cut Algorithm for the Cable Routing Problem in Solar Power Plants*

**Qinghua Wu 吴庆华**, Professor, Huazhong University of Science and Technology, China

- 🕒 08:30-10:20 **Guidance for Recommended Papers to International Journals**  
(Qingchuan Hall) 推荐国际期刊论文辅导专题会(晴川厅)

**Chair - Zhen Zhu**, Professor, China University of Geosciences, Wuhan, China

**Invited Members:**

**Wen-Lung Shiau**, Professor, Zhejiang University of Technology, China

**Maomao Chi**, Publicity Chair, Professor, China University of Geosciences, Wuhan

**Zhen Zhu**, Professor, China University of Geosciences, Wuhan, China

**Junjie Zhou**, Associate Professor, Shantou University, China

**Xiaobo Xu**, Xi'an Jiaotong-Liverpool University, China

- 🕒 08:30-10:20 **Special Address and Concurrent Sessions for Paper Presentation**  
(Ziyang & Future Hall) 特邀报告与分会场宣读论文(紫阳厅和未来厅)

- 🕒 10:20-10:40 **Coffee Break 茶歇**

- ⌚ 10:40-12:00 **Special Address and Concurrent Sessions for Paper Presentation**  
(Qingchuan, Ziyang & Future Hall)  
特邀报告与分会场宣读论文（晴川厅、紫阳厅和未来厅）
- ⌚ 12:00-13:30 **Lunch 午餐 Dining Hall, the 2nd Floor**  
二楼餐厅自助餐
- ⌚ 13:30-17:30 **Seminar of National First-class Development and Education Innovation of E-business Program (Qingchuan Hall)–Chinese seminar**  
[电子商务国家一流专业建设与教学改革]（晴川厅）-中文会场

在线参与方式:

<b>Tencent/VooV Meeting ID:</b>	<b>458 483 374</b>	<b>Password:</b>	<b>235345</b>
<b>腾讯会议号:</b>	<b>458 483 374</b>	<b>密码:</b>	<b>235345</b>

**Time: May 30th, 2021 2021年5月30日**

**Beijing-CST 北京时间 13:30 New York- EDT 纽约时间 01:30 Munich-CEST 慕尼黑时间 07:30**

**主题: 电子商务国家一流专业建设与教学改革**

**主席: 夏火松, 武汉纺织大学管理学院教授**

**张李义, 武汉大学信息管理学院教授**

**主办单位: 湖北电子商务学会**

**上半场: 专家报告**

- **发言题目: 电子商务专业面临的挑战与对策**  
王刊良, 中国人民大学商学院教授
- **发言题目: 武汉大学电子商务一流专业建设**  
吴江, 武汉大学信息管理学院教授
- **发言题目: 依工强文电子商务一流专业建设思考**  
陈冬林, 武汉理工大学经济学院教授
- **发言题目: 电子商务国家一流专业建设与认证**  
朱湘晖, 武汉工程大学管理学院副教授
- **发言题目: 以“三创赛”为驱动, 助推一流专业建设**  
毛志斌, 湖北经济学院教授
- **发言题目: 电子商务一流专业建设情况及专业认证标准的若干思考**  
卢新元, 华中师范大学信息管理学院教授

**下半场: 座谈讨论**

- ⌚ 13:30-15:40 **Special Address and Concurrent Sessions for Paper Presentation**  
(Xiongchu, Ziyang & Future Hall)  
特邀报告与分会场宣读论文（雄楚厅、紫阳厅和未来厅）
- ⌚ 15:40-16:00 **Coffee Break 茶歇**
- ⌚ 16:00-17:30 **Special Address and Concurrent Sessions for Paper Presentation**  
(Xiongchu, Ziyang & Future Hall)  
特邀报告与分会场宣读论文（雄楚厅、紫阳厅和未来厅）
- ⌚ 17:50-19:00 **Dinner, Dining Hall, The 2nd Floor**  
晚餐（客房楼二楼餐厅）

**Transportation:** take a bus to Chaoman Hotel from Queens Palace Hotel (boarding time **19:15**),

**大巴指南:** 接参会者返回潮漫酒店（上车时间 19:15）



## Part III. Panel and Presentation Schedule

### Notes

### Panel Schedule

#### Presentation Session Topics and Chairs 宣读论文会场主题与分会场主席

Beijing-CST	Qingchuan Hall 晴川厅	Xiongchu Hall 雄楚厅	Ziyang Hall 紫阳厅	Future Hall 未来厅
5/29/2021 13:30- 15:40			Artificial Intelligence enabled Business Innovation <b><u>Ling Zhao,</u></b> Huazhong University of Science and Technology, China	Engaging Technologies <b><u>Nannan Xi,</u></b> Tampere University, Finland <b>[Online]</b> <b><u>Yao Zhang,</u></b> China University of Geosciences, Wuhan, China
5/29/2021 16:00- 17:30			Bright and Dark Sides in E-Business <b><u>Rong Du,</u></b> Xidian University, China	Emerging Digital Technologies in the Workplace <b><u>Yi Wang,</u></b> Southwestern University of Finance and Economics, China
5/30/2021 08:30- 10:20			Information Systems and Operations Management <b><u>Zhao Cai,</u></b> University of Nottingham Ningbo, China	Trust in Digital Economy <b><u>Cong Cao,</u></b> Zhejiang University of Technology, China
5/30/2021 10:40- 12:00	Big Data and Business Analytics <b><u>Rohit Nishant,</u></b> Laval University, Canada <b>[Online]</b> <b><u>Xiaobo Xu,</u></b> Xi'an Jiaotong-Liverpool University, China		Information Management and Health Outcomes <b><u>Dongxiao Gu,</u></b> Hefei University of Technology, China <b>[Online]</b> <b><u>Maomao Chi</u></b> China University of Geosciences, Wuhan	ICTs in Fighting against the COVID-19 Pandemic <b><u>Hong Wu,</u></b> Huazhong University of Science and Technology, China
5/30/2021 13:30- 15:40		E-business Strategy & Online Marketing <b><u>Lu Wang,</u></b> Zhongnan University of Economics and Law, China	Social Commerce and Immersive Interaction <b><u>Xiayu Chen,</u></b> Hefei University of Technology, China <b>[Online]</b> <b><u>Helen S. Du</u></b> Guangdong University of Technology, China	Digital Inclusive Society and ICTs Innovation for Senior Citizens in the New Normal COVID-19 <b><u>Junjie Zhou,</u></b> Shantou University, China
5/30/2021 16:00- 17:30		Digital Technologies, Digital Transformation, and Business Value <b><u>Xiaobo Xu,</u></b> Xi'an Jiaotong-Liverpool University, China	Digital Platform and Online Communities <b><u>Chunjie Xiang,</u></b> Wuhan University of Science and Technology, China	Social Commerce in Digital Operations Management <b><u>Zhongyi Hu,</u></b> Wuhan University, China

## Special Addresses 分会场特邀报告

Queens Palace Hotel 二妃山庄酒店

Notes

Beijing-CST	Invited Speaker	Title	Hall
5/29/2021 13:30-14:00	<b>Yicheng Zhang</b> Huazhong University of Science & Technology, China	<i>Socially Nudged: Encouraging Consumer Voice in Self-Service Technology Retailing</i>	<b>Ziyang Hall</b> 紫阳厅
5/29/2021 16:00-16:30	<b>Zhongyun (Phil) Zhou</b> Tongji University, China	<i>A Configurational Analysis of the Causes of Consumer Indirect Misbehaviors in Access-Based Consumption</i> <i>* Online Presentation</i>	
5/29/2021 13:30-14:00	<b>Hongxiu Li</b> Tampere University, Finland	<i>Understanding Consumer Responses to Service Robots through Social Media Data</i> <i>* Online Presentation</i>	<b>Future Hall</b> 未来厅
5/29/2021 16:00-16:30	<b>Yi Wang</b> Southwestern University of Finance and Economics, China	<i>Emerging workplace technologies and the future of work</i>	
5/30/2021 13:30-14:00	<b>Juergen Seitz</b> Baden-Wuerttemberg Cooperative State University Heidenheim, Germany	<i>Will Digital Currencies and Digital Money Revolutionize E-Business</i> <i>* Online Presentation</i>	<b>Xiongchu Hall</b> 雄楚厅
5/30/2021 16:00-16:30	<b>Yanqing Lin</b> Aalto University, Finland	<i>You Are What You Use: An Longitudinal study on the Psychological Outcomes of Mobile ICT use</i> <i>* Online Presentation</i>	
5/30/2021 08:30-09:00	<b>Xinlin Tang</b> Florida State University, USA	<i>Effectiveness of AI in Strategic Decision Making: An Empirical Study on Identifying High-Potential Talents</i> <i>* Online Presentation</i>	<b>Ziyang Hall</b> 紫阳厅
5/30/2021 10:40-11:10	<b>Dongxiao Gu</b> Hefei University of Technology, China	<i>RuizhiCBR: A Big Data-driven Internet Medical Knowledge Service System Based on Clinical Cases</i> <i>* Online Presentation</i>	
5/30/2021 13:30-14:00	<b>Helen S. Du</b> Guangdong University of Technology, China	<i>How Gamification Drives Consumer Citizenship Behavior: The Role of Perceived Gamification Affordances</i>	
5/30/2021 08:30-09:00	<b>Robert Carasik,</b> Consultant of Wells Fargo Bank, USA	<i>Secure Cloud Migration for the Enterprise</i> <i>* Online Presentation</i>	<b>Future Hall</b> 未来厅
5/30/2021 13:30-14:00	<b>Junjie Zhou</b> Shantou University, China	<i>Older Adults in Virtual Communities: Understanding the Antecedents of Knowledge Contribution and Knowledge Seeking through the Lens of Socioemotional Selectivity and Social Cognitive Theories</i>	

## Paper Presentation

May 29- Ziyang Hall, Queens Palace Hotel  
二妃山庄酒店紫阳厅

**Theme: Artificial Intelligence enabled Business Innovation**

**Chair:** Ling Zhao, Huazhong University of Science and Technology, China

**Tencent Meeting ID:** 617 370 522

**Beijing-CST 13:30      New York- EDT 01:30      Munich-CEST 07:30**

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i><b>Socially Nudged: Encouraging Consumer Voice in Self-Service Technology Retailing</b></i>	<b>Yicheng Zhang,</b> Huazhong University of Science & Technology	<b>Special Address</b>
14:00	<i>Enterprise Adoption of User Ideas in the Online User Innovation Community: An Empirical Analysis based on IAM</i>	<b>Wenfei Zhao,</b> Business School of Qingdao University, China	76
14:20	<i>Exploring the Collaborative Enabling and Value Innovation Mechanism in Platform Enterprises: A Case Study</i>	<b>Xueyan Dong,</b> Northwestern Polytechnical University, China	89
14:40	<i>An AdaBoost-DT Model for Credit Scoring</i>	<b>Jiali Zhao,</b> China Jiliang University, China	93
15:00	<i>Robotic Workforces' Value and Relationships with Human Employees: The Impacts on Human Work Efficacy</i>	<b>Meng Zhang,</b> Southwest University of Finance and Economics, China	104
15:20	<i>Behavior Analysis and Recognition of Hidden Populations in Online Social Network Based on Big Data Method</i>	<b>Minglei Li,</b> Hubei University of Economics, China	108
15:40	Coffee Break 茶歇		

**Theme: Bright and Dark Sides in E-Business**

**Chair:** Rong Du, Xidian University, China

**Tencent Meeting ID:** 675 579 868

**Beijing-CST 16:00      New York- EDT 04:00      Munich-CEST 10:00**

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i><b>A Configurational Analysis of the Causes of Consumer Indirect Misbehaviors in Access-Based Consumption</b></i> <i>* Online Presentation</i>	<b>Zhongyun (Phil) Zhou,</b> Tongji University, China	<b>Special Address</b>
16:30	<i>A Meta-Analysis of Online Impulse Buying and The Moderating Effect of Economic Development Level</i>	<b>Bin Yang,</b> Wuhan University, China	9
16:50	<i>Research on Continuous Use of B2B Platform in Chinese Intelligent Engineering Companies Based on the Theory of Resource Complementary</i>	<b>Zhichao Zhang,</b> Xiamen university of technology, China	57
17:10	<i><b>* Best Paper Nomination</b></i> <i>Bright Side of Emotional Extremity: Evidence from Live Streaming Platform</i>	<b>Li Ji,</b> Shenzhen University, China	48

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## Paper Presentation

May 29- Future Hall, Queens Palace Hotel

二妃山庄酒店未来厅

**Theme: Engaging Technologies**

**Chair:** Nannan Xi, Tampere University, Finland **[Online]**

Yao Zhang, China University of Geosciences, Wuhan, China

**Tencent Meeting ID: 573 660 435**

**Beijing-CST 13:30    New York- EDT 01:30    Munich-CEST 07:30**

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>Understanding Consumer Responses to Service Robots through Social Media Data</i> * <u>Online Presentation</u>	<b>Hongxiu Li,</b> Tampere University, Finland	<b>Special Address</b>
14:00	<i>The Benefit Coordination Mechanism of Cloud Platform for Rural Cultural Tourism Based on Case Analysis of Tiktok, Aauto and Bilibili</i> * <u>Online Presentation</u>	<b>Yueying Li,</b> University of Electronic Science and Technology of China	41
14:20	<i>How does Knowledge Association of Online Travel Reviews Affect Product Sales? Based on the Knowledge-based Theory and Social Network Theory</i>	<b>Shengyou Liu,</b> Central South University, China	73
14:40	<i>Online Marketing of Cultural Tourism: A Case Study of a 5A Ancient Town</i>	<b>Jiali Li,</b> Zhongnan University of Economics and Law, China	78
15:00	<i>An Empirical Study of the Impacts of Digital Marketing Contents on User Engagement in Social E-commerce Platform</i>	<b>Ronglin Hou,</b> China University of Geosciences, Wuhan	84
15:20	<i>Augmented Reality and Marketing: A Systematic Review</i>	<b>Jun Liu,</b> Beijing Sport University, China	99
15:40	Coffee Break 茶歇		

**Theme: Emerging Digital Technologies in the Workplace**

**Chair:** Yi Wang, Southwestern University of Finance and Economics, China

**Tencent Meeting ID: 753 787 231**

**Beijing-CST 16:00    New York- EDT 04:00    Munich-CEST 10:00**

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>Emerging Workplace Technologies and The Future of Work</i>	<b>Yi Wang,</b> Southwestern University of Finance and Economics, China	<b>Special Address</b>
16:30	<i>Understanding the Barriers of Service Robot Usage: A Qualitative Study in Hotels</i>	<b>Xiaojiang Zheng,</b> Beijing International Studies Univeristy, China	30
16:50	<i>Why Do Employees Choose to Share Information Publicly? The Evidence from Enterprise Social Networks</i>	<b>Yu Wang,</b> Shanghai University of Finance and Economics, China	66
17:10	<i>A Study on the Impact of Short-Video Product Placement Advertising on Viewers Ad Adoption Intention: A Perspective of ELM and Social Learning Theory</i>	<b>Yuzhen Liu,</b> Wuhan University, China	38

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## Paper Presentation

May 30- Qingchuan Hall, Queens Palace Hotel  
二妃山庄酒店晴川厅

**Theme: Big Data and Business Analytics**

**Chair:** Rohit Nishant, Laval University, Canada **[Online]**

Xiaobo Xu, Xi'an Jiaotong-Liverpool University, China

**ZOOM Meeting ID: 631 5864 8709 Passcode: 580668**

**Beijing-CST 10:20 New York- EDT 22:20 May 29 Munich-CEST 04:20**

Beijing-CST	Paper Title	Presenter	Paper ID
10:20	<i>Research Progress of Tie-Generative Mechanism in Network Based on ERGM</i>	<b>Bo Jia,</b> University of Science and Technology Beijing, China	34
10:40	<i>Empirical Study of the Regional Diffusion of a Cloud Ecosystem Using Institutional Theory</i>	<b>Bingqing Ji,</b> Shandong University of Finance and Economics, China	50
11:00	<i>Leveraging Linguistic Signaling to Prompt Feedback in Open Innovation Communities</i>	<b>Suya Hu,</b> Xiamen University, China	83
11:20	<i>The Relationship amongst Big Data Capability, Supply Chain Dynamic Capability, and Dynamic Innovation Capability</i>	<b>Guangqian Peng,</b> Capital University of Economics and Business, China	112
11:40	<i>Research on Early Warning of Non Performing Loans of Small and Medium-Sized Micro Enterprises Under The Background of COVID-19 :Taking XX Branch of N Bank as An Example</i>	<b>Xinying Guo,</b> Shantou University, China	107

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## Paper Presentation

May 30- Xiongchu Hall, Queens Palace Hotel  
二妃山庄酒店雄楚厅

**Theme: E-business Strategy & Online Marketing**

**Chair:** Lu Wang, Zhongnan University of Economics and Law, China

**Tencent Meeting ID: 958 943 928**

**Beijing-CST 13:30      New York- EDT 01:30      Munich-CEST 07:30**

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>Will Digital Currencies and Digital Money Revolutionize E-Business</i> * <u>Online Presentation</u>	<b>Juergen Seitz,</b> Baden-Wuerttemberg Cooperative State University Heidenheim, Germany	<b>Special Address</b>
14:00	<i>Research on the Effects of Paid Search Advertising Based on Customer Loyalty Segmentation</i>	<b>Jiixin Chen,</b> Nanjing University of Science and Technology , China	19
14:20	<i>The Influence of Living Streamers' Morality on Consumers' Purchase Intention: From the Perspective of Identity</i>	<b>Cuiping Wang,</b> Southeast University, China	23
14:40	<i>Research on the Influence of Content Presentation Mode of Online Video Comments on Consumer Interaction Behavior</i>	<b>Junfang Cao,</b> Zhongnan University of Economics and Law, China	96
15:00	<i>A New Analytic Framework for Identifying Tour Routes Service Innovation Using Knowledge Graph</i>	<b>Shuang Zhang,</b> China University of Geosciences	121
15:20	<i>Online Customer Experience at China's Double 11 Online Shopping Festival: An Empirical Model of Antecedents and Consequences</i>	<b>Mengru Zhou,</b> Zhejiang University of Technology, China	122
15:40	Coffee Break 茶歇		

**Theme: Digital Technologies, Digital Transformation, and Business Value**

**Chair:** Xiaobo Xu, Xi'an Jiaotong-Liverpool University, China

**Tencent Meeting ID: 897 921 514**

**Beijing-CST 16:00      New York- EDT 04:00      Munich-CEST 10:00**

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>You Are What You Use: An Longitudinal Study on the Psychological Outcomes of Mobile ICT Use</i> * <u>Online Presentation</u>	<b>Yanqing Lin,</b> Aalto University, Finland	<b>Special Address 109</b>
16:30	<i>Digital Technology-driven Business Model Innovations: A Bibliometric Analysis</i>	<b>Mengyan Liu,</b> South China University of Technology, China	8
16:50	<i>Customer Cooperative Capability, Perceived Value and Customer Loyalty: A Perspective of Smart Retailing</i>	<b>Zhiyuan Zhou,</b> Wuhan Textile University, China	29
17:10	<i>What Drives Knowledge Payment in the Knowledge Payment Platform? An Empirical Study on the Purchase Behavior in the Emerging Market</i> ** <u>Online Presentation</u>	<b>Jingyi Zhao,</b> Wuhan University, China	72

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## Paper Presentation

May 30- Ziyang Hall, Queens Palace Hotel  
二妃山庄酒店紫阳厅

**Theme: Information Systems and Operations Management**

**Chair:** Zhao Cai, University of Nottingham Ningbo, China

**Tencent Meeting ID:** 591 485 850

**Beijing-CST 08:30      New York- EDT 20:30 May 29      Munich-CEST 02:30**

Beijing-CST	Paper Title	Presenter	Paper ID
8:30	<i>Effectiveness of AI in Strategic Decision Making: An Empirical Study on Identifying High-Potential Talents</i>	<b>Xinlin Tang</b> , Florida State University, USA	<b>Special Address</b>
	* <u>Online Presentation</u> Zoom Meeting ID: 910 8633 8680		
9:00	<i>Research on Location Optimization of Waste Transfer Center in Harbin</i>	<b>Xuejian Li</b> , South China University of Technology	54
9:20	<i>Understanding Users' Response to Open Government Data Portal: An Exploratory Study</i> ** <u>Online Presentation</u>	<b>Ting Shao</b> , Xiamen University of Technology	102
9:40	<i>Dual-channel Service Operations with the BOPS Option Considering Infection Risk Aversion Behavior</i> ** <u>Online Presentation</u>	<b>Xinyi Li</b> , Central University of Finance and Economics	119
10:00	<i>The Mechanism of Digital Logistics Park Cross Supply Chain Collaboration based on Evolutionary Game</i>	<b>Xingjian Zhou</b> , Wuhan Textile University	53
10:20	Coffee Break 茶歇		

**Theme: Information Management and Health Outcomes**

**Chair:** Dongxiao Gu, Hefei University of Technology, China[Online]

Maomao Chi, China University of Geosciences, Wuhan

**Tencent Meeting ID:** 706 237 367

**Beijing-CST 10:40      New York- EDT 22:40 May 29      Munich-CEST 04:40**

Beijing-CST	Paper Title	Presenter	Paper ID
10:40	<i>Ruizhicbr: A Big Data-Driven Internet Medical Knowledge Service System based on Clinical Cases</i> * <u>Online Presentation</u>	<b>Dongxiao Gu</b> , Hefei University of Technology, China	<b>Special Address</b>
11:10	<i>Meta-analysis of COVID-19 Clinical Symptoms, Prevalence of Comorbidities and Influencing Factors of Severity and Mortality Cases</i> ** <u>Online Presentation</u>	<b>Yuting Yang</b> , Wuhan University	18
11:30	<i>Verifying Online Health Rumors on Social Media: An Empirical Research Based on the Stimulus-Organism-Response Framework</i>	<b>Zhenkun Wei</b> , Wuhan University	117
11:50	<i>Information and Communication Technology (ICT) and Health Outcomes: A Study of the Mediating Effect Based on Cross-national Panel Data</i>	<b>Huang Zishan</b> , Wuhan University	59

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## Paper Presentation

May 30- Xiongchu Hall, Queens Palace Hotel  
二妃山庄酒店紫阳厅

**Theme: Social Commerce and Immersive Interaction**

**Chair:** Xiayu Chen, Hefei University of Technology, China [Online]

Helen S. Du, Guangdong University of Technology, China

**Tencent Meeting ID: 665 232 886**

**Beijing-CST 13:30    New York- EDT 01:30    Munich-CEST 07:30**

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>How Gamification Drives Consumer Citizenship Behavior: The Role of Perceived Gamification Affordances</i>	<b>Helen S. Du</b> Guangdong University of Technology, China	Special Address
14:00	<i>Institutional Entrepreneurship and Acquiring Legitimacy of Social Commerce Platform</i>	<b>Ruoyu Sun,</b> Nanjing University of Finance and Economics, China	2
14:20	<i>Interactive Effects of Order Assignment Strategy and Information Disclosure on Courier's Continuance Participation Intention Arising in the On-Demand Logistics</i>	<b>Jiamin Yuan,</b> Chongqing University, China	45
14:40	<i>From Silos to Interactions: Synergy, Spillover, and Carryover Effect of Influencer Marketing in Social Media</i>	<b>Ling Jiang,</b> Shenzhen University, China	58
15:00	<i>Exploring the Influence of Live Streaming in Social Commerce on Impulse Buying From a Affordance Perspective</i> <i>**Online Presentation</i>	<b>Qi Wang,</b> Zhejiang Sci-tech University, China	82
15:20	<i>Are Live Streamers Similar or Different? A Grid Typology Model of Live Streamers in E-Commerce</i>	<b>Dingtian Zhang,</b> Southwestern University of Finance and Economics, China	110
15:40	Coffee Break 茶歇		

**Theme: Digital Platform and Online Communities**

**Chair:** Chunjie Xiang, Wuhan University of Science and Technology, China

**Tencent Meeting ID: 847 767 163**

**Beijing-CST 16:00    New York- EDT 04:00    Munich-CEST 10:00**

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>Understanding User Contributions in Smoking Cessation Online Health Communities</i> <i>* Online Presentation</i>	<b>Chenglong Li,</b> University of Turku, Finland	98
16:20	<b>* Best Paper Nomination</b> <i>E-commerce Platform Resources, Sequences of Digital Strategic Actions and Competitive Advantage: An Empirical Study from Online Tourism Industry</i>	<b>Lewei Hu,</b> Jiangnan University, China	52
16:40	<i>Digital Platform Expectation Disconfirmation and Customer Satisfaction in Sharing Economy: Moderations of Direct and Indirect Network Effects</i>	<b>Xiangcheng Yang,</b> China University of Geosciences, China	39

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## Paper Presentation

May 30- Future Hall, Queens Palace Hotel  
二妃山庄酒店未来厅

**Theme: Trust in Digital Economy**

**Chair:** Cong Cao, Zhejiang University of Technology, China

**Tencent Meeting ID:** 741 362 972

**Beijing-CST 08:30      New York- EDT 20:30 May 29      Munich-CEST 02:30**

Beijing-CST	Paper Title	Presenter	Paper ID
8:30	<i>Secure Cloud Migration for the Enterprise</i> * <u>Online Presentation</u>	<b>Robert Carasik</b> , Consultant of Wells Fargo Bank, USA	<b>Special Address</b>
9:00	<i>Solution Exemplars and Sales Performance of Crowdsourcing Solvers: the Moderating Role of Reputation and Competency</i>	<b>Zhiyuan Zhou</b> , Chongqing University, China	80
9:20	<i>Influence of Social Network Integration on the Online Review Helpfulness</i>	<b>Jiaxuan Wu</b> , Peking University, China	42
9:40	<b>* Best Paper Nomination</b> <i>Does Online Product Presentation Matter: An Empirical Analysis of the Effects of Listing Photos on Short-term Rental Purchases</i> ** <u>Online Presentation</u>	<b>Xinru Zheng</b> , Wuhan University, China	68
10:00	<i>The Influence Mechanism of Product Attributes on Product Demand In Online Reviews</i>	<b>Ying Chen</b> , Jiangsu Collaborative Innovation Center of Social Safety Science and Technology, China	61
10:20	Coffee Break 茶歇		

**Theme: ICTs in Fighting against the COVID-19 Pandemic**

**Chair:** Hong Wu, Huazhong University of Science and Technology, China

**Tencent Meeting ID:** 953 371 744

**Beijing-CST 10:40      New York- EDT 22:40 May 29      Munich-CEST 04:40**

Beijing-CST	Paper Title	Presenter	Paper ID
10:40	<i>Formation Mechanism of Regional Stigma: Impact of Major Public Health Emergencies</i>	<b>Sijia Guo</b> , Wuhan University of Science and Technology, China	35
11:00	<i>Research on the Location of Nucleic Acid Detection Institutions Based on Coverage Model</i>	<b>Xuejian Li</b> , South China University of Technology, China	46
11:20	<i>Analysis on Public Opinion Sentiment Evolution of COVID-19 Based on Weibo Data</i>	<b>Xu Liu</b> , South China University of Technology, China	65
11:40	<i>What Motivates People to Share Online Rumors? Deconstructing the Ambiguity of Rumors from A Perspective of Digital Storytelling</i>	<b>Siqi Guo</b> , China University of Geosciences, Wuhan	79

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## Paper Presentation

May 30- Future Hall, Queens Palace Hotel  
二妃山庄酒店未来厅

**Theme: Digital Inclusive Society and ICTs Innovation for Senior Citizens in the New Normal COVID-19**

**Chair:** Junjie Zhou, Shantou University, China

**Tencent Meeting ID:** 866 837 856

**Beijing-CST 13:30      New York- EDT 01:30      Munich-CEST 07:30**

Beijing-CST	Paper Title	Presenter	Paper ID
13:30	<i>Older Adults in Virtual Communities: Understanding the Antecedents of Knowledge Contribution and Knowledge Seeking through the Lens of Socioemotional Selectivity and Social Cognitive Theories</i>	<b>Junjie Zhou,</b> Shantou University, China	<b>Special Address</b>
14:00	<i>A Study on the Characteristics of the Publishers of Rumor-Refuting Information about COVID-19</i>	<b>Xiaping Xin,</b> Central University of Finance and Economics, China	15
14:20	<i>An Analysis of the Characteristics and Evolution of China's Pension Policy Based on Text Mining</i>	<b>Liang Yang,</b> Sichuan Agriculture University, China	94
14:40	<i>From Liking to Following: Research on the Antecedents of Middle-aged and Elderly Douyin Users' Fans</i>	<b>Jin Yan,</b> Jiangnan University, China	75
15:00	<i>Understanding the Status of Reemployment of Elderly Talents in Digital Society: Evidence from Aged Job Search Website in China</i>	<b>Guoxin Wang,</b> Shantou University, China	85
15:40	Coffee Break 茶歇		

**Theme: Social Commerce in Digital Operations Environment**

**Chair:** Zhongyi Hu, Wuhan University, China

**Tencent Meeting ID:** 588 876 142

**Beijing-CST 16:00      New York- EDT 04:00      Munich-CEST 10:00**

Beijing-CST	Paper Title	Presenter	Paper ID
16:00	<i>The Influence of Customer Co-creation Experience Value on Brand Equity in the context of Social Media</i>	<b>Yunjun Jiang,</b> Wuhan University of Science and Technology, China	62
16:20	<i>Visualizing Research Evolution in E-Commerce Field: Year 2001 to 2020</i>	<b>Yang Bai,</b> Central China Normal University, China	91
16:40	<i>Task Decomposition for Knowledge-intensive Crowdsourcing: Managing Dependency and Structural Complexity</i>	<b>Shi Xiaojie,</b> Wuhan University, China	14
17:00	<i>Research on Authors' Co-authorship Network in Supply Chain Finance in China Based on Social Network Analysis</i>	<b>Ning Wang,</b> Wuhan University, China	69

## Notes

# Conference Organizers

## Conference hosts

The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China  
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## Guidance map May 29<sup>th</sup>-30<sup>th</sup>, 2021: The Queens Palace Hotel, Wuhan, China

**Address:** No. 666 the Third Road of Optical Valley, Hongshan District, Wuhan City (武汉市洪山区光谷三路 666 号)

