



ICEB 2018 – The 18th International Conference On Electronic Business

Program Book

2–6 Dec 2018 Guilin China



Welcome Message

Welcome to the 18th International Conference on Electronic Business (ICEB) in Guilin, China. The theme of



this year's Conference is *"AI and Smart Tourism."* We received 136 submissions and 114 papers were accepted into the final program that consisted of 34 sessions. The topic areas of the papers in this conference include big data analytics, recommendation systems, blockchain technology and applications, smart hotels and buildings, social and cross-border e-commerce, e-health and smart tourism, internet and e-business, IoT technologies and applications, online consumer behavior, supply chain and logistics, design science and service designs, social media and multimedia designs, and other e-business research issues. In this year, we established a Best Paper Award Committee to evaluate full papers. Out of 88 full papers, 11 were selected to be the outstanding papers and the top three papers will receive the "Best Paper Award". These papers are identified before the title of each paper on the program schedule to share their honor with the participants.



On the opening day, we have scheduled four keynote speakers: Prof. Vladimir Zwass, Editor of *Journal of Management Information Systems* and *International Journal of Electronic Commerce*; Prof. Patrick Y.K. Chau, Editor of *Information and Management*; Prof. Ho-Fung Leung from Computer Science and Engineering area at The Chinese University of Hong Kong; and Dr. Xiuwen Yi, Technical Leader of Intelligent Solution Division at JD Group, China. Continued with the practice from last year, we have adopted virtual meeting for those who are not able to attend the meeting due to special reasons. In addition, three special sessions have been created: *"Meet the Editors"* and *"Blockchain Concept and Applications"* on the opening day, and *"Structural Equation Modeling, Do's and Don'ts"* on December 5.

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 so as to establish a research network and

engage in future collaborations. In this conference, there are 130 registered scholars from 14 countries or regions, including Australia, China, Finland, Hong Kong, India, Lithuania, Macau, New Zealand, Saudi Arabia, Singapore, Taiwan, and U.S.A.

Finally, we would like to thank you for your participation in this conference, without which it will not be successful. We also thank all the speakers, presenters, reviewers, the program committee members, and session chairs, who all have contributed their efforts and support to this conference. Special thanks go to our conference staffs, faculties and students from Guangxi Normal University, who had planned and executed the conference events tirelessly and effectively. Finally, on behalf of the entire Conference Committee and the Sheraton Guilin Hotel staffs, we sincerely wish that the experience during your stay in Guilin was very delightful and memorable and we look forward to seeing you again in ICEB 2019 in England.

Sincerely yours,



Eldon Y. Li

ICEB Honorary President

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Xudong Luo

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Keynote I

Prof. Vladimir Zwass

THE BIG IDEAS IN E-COMMERCE: A JANUSIAN VIEW

Abstract :

Electronic Commerce (EC) has reached the stage where its development significantly affects the well-being of nations, communities, and individuals. Over the two and a half decades of the contemporary EC, there have emerged several foundational ideas that shape this development. The keynote will name, classify, and discuss these ideas, focusing on their positive significance as well as on their dark side. The Roman god of duality, Janus, symbolizes this approach. It is argued that the time has come for a sustained research program within the EC research that would aim at limiting the potential for harm of the big ideas that have brought so much beneficence to our world.



Biographical notes:

Vladimir Zwass is the founding and present Editor-in-Chief of the *Journal of Management Information Systems*, a top-ranked FT50 journal, and Editor-in-Chief of the *International Journal of Electronic Commerce*, the leading scholarly e-commerce journal. Dr. Zwass is Gregory Olsen Endowed Chair and University Distinguished Professor Emeritus of Computer Science and Management Information Systems at Fairleigh Dickinson University, USA. He holds a Ph.D. in Computer Science from Columbia University. He is the author of six books and several book chapters, as well as a number of papers in various journals and conference proceedings. Professor Zwass has received several grants, consulted for a number of major corporations, and is a frequent speaker to national and international audiences. He is a former member of the Professional Staff of the International Atomic Energy Agency in Vienna, Austria.

Keynote II

Prof. Patrick Y.K. Chau

BIG DATA ANALYTICS RESEARCH FOR SUSTAINABILITY

Abstract:

Defined by the United Nations, sustainability development is about development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Seventeen sustainable development goals and their related 169 targets were set by the United Nations in a 2015 UN Summit for the year 2030. These goals and targets compose of three core elements: economic growth, social inclusion and environmental protection. In the past five years, big data-driven analytics has extensively penetrated both academic and practical spheres. Harnessing its power in processing large volumes of information, big data analytics techniques can, at least theoretically, help people to discover more truths and make better decisions. Big data's potential impact on alleviating sustainability development issues hinges on several aspects. First, interactions between people, resources, ecosystems and climate can be analysed using big data gathered from society and the environment. Second, interactions between consumers, companies, suppliers and markets can be optimized for sustainable development. Third, the inter-related impacts that the business world and natural world have on each other can also be further investigated. This talk aims to give an overview of the potentials of conducting big data analytics research for sustainability.



Biographical notes:

Professor Patrick Y.K. CHAU is Padma and Hari Harilela Professor in Strategic Information Management and Associate Dean at the Faculty of Business and Economics of The University of Hong Kong. He received his PhD in business administration from the Ivey Business School, The University of Western Ontario in 1992. He is known for his research in IT adoption/implementation and electronic commerce. He has over 90 journal publications which are well cited by scholars in the academic community. Many of his papers published in various top-tier and highly reputed journals, including *MIS Quarterly*, *Journal of Management Information Systems*, and many others. As of September 2018, the total number of citations of his papers in Google Scholar reaches over 17,000 with an H-index of 50. He is currently the Editor-in-Chief of *Information & Management* and a Senior Editor of *Journal of the Association for Information Systems*. He holds Chang Jiang Scholar Chair Professorship awarded by the Ministry of Education, People's Republic of China in March 2010, Padma and Hari Harilela Professorship in Strategic Information Management at The University of Hong Kong in February 2014, Qiushi Chair Professorship at Zhejiang University, China in Sept. 2014, and Li Dak Sum Chair Professorship at the University of Nottingham Ningbo China in Sept. 2017. He also received the AIS Fellow Award, awarded by the Association for Information Systems (AIS) to no more than six scholars in the discipline of Information Systems each year globally, in December 2013.

Keynote III

Prof. Ho-Fung Leung

NORM EMERGENCE IN MULTIAGENT SYSTEMS

Abstract:

The study of emergence of social norms has been one of the interesting research topics in multiagent systems. We start this talk by an introduction to the notation of autonomous agents and multiagent systems in artificial intelligence, and a brief review of previous research work on norm emergence in multiagent systems. We then present our recent work on local convention phenomena, a type of interesting phenomena, which may also exist in certain multiagent systems. When agents are partitioned into compact communities, different local conventions emerge in different communities. We also discuss the case that agents are aware of the social value of each action under prisoner's dilemma games. During decision-making, agents weigh different actions based on the social values and their individual payoffs. We model such agents' behaviours with the notion of social value orientation. An experimental study is conducted on different kinds of agent societies. It is shown that dynamic equilibrium phenomena emerge as the ultimate state in some agent societies, and agents eventually develop individualistic or altruistic orientations.



Biographical notes:

Ho-fung Leung is a Professor in the Department of Computer Science and Engineering at The Chinese University of Hong Kong. His research interests cover various aspects centring around artificial intelligence, including ontologies, intelligent agents, complex systems, and social computing. Professor Leung has authored more than 200 publications, including 5 research monographs, and 4 edited volumes. Professor Leung was the chairperson of ACM (Hong Kong Chapter) in 1998. He is a Chartered Fellow of the BCS, a Fellow of the HKIE, a Senior Member of the IEEE, and a full member the HKCS. He is a Chartered Engineer registered by the Engineering Council. Professor Leung received his BSc and MPhil degrees in Computer Science from The Chinese University of Hong Kong, and his PhD degree from University of London with DIC (Diploma of Imperial College) in Computing from Imperial College London.

Keynote IV

Dr. Xiuwen Yi

DEEP LEARNING FOR SPATIO-TEMPORAL DATA

Abstract:

Deep learning (DL) have been successfully applied to various domains, such as computer vision and natural language processing. Being different with these domains, spatio-temporal data has unique spatial and temporal properties. This talk focuses on spatio-temporal data, investigating the novel deep learning technologies and introducing application-oriented deep learning methods. Also, a series of deployed applications, such as DL-based air quality forecasting, water quality prediction, and crowd flow prediction are presented in this talk.

Biographical notes:

Dr. Xiuwen Yi is the Technical Leader of Intelligent Solution Division, Urban Computing Business Unit of JD Digits. Before joining JD Group, he was a visiting scholar at Pennsylvania State University. His research interests focus on urban computing. He has published over 10 research papers in refereed conferences (e.g., KDD, IJCAI) and journals (e.g., AI, TKDE). Also, he is experienced with building real-world applications of AI technology. For example, UrbanAir has been deployed with the Chinese Ministry of Environmental Protection to provide fine-grained air quality predictions for 300+ cities.



ICEB 2018 Guilin Overall Program Schedule v.11.27

Dec. 2	2:00pm-7:00pm	On-Site Registration (Hotel Lobby)
	3:30pm-5:30pm	ICEB Board Meeting (By Invitation Only)
	6:30pm-9:00pm	Welcome Buffet (Atrium Coffee Shop, 2 nd Floor)
Dec. 3	8:30am-5:00pm	On-Site Registration
	8:30am-9:00am	Conference Opening and Welcome (Shanghai Room, 1 st Floor)
	9:00am-10:00am	Keynote I - Prof. Vladimir Zwass
	10:00am-10:30am	Coffee break
	10:30am-11:30am	Keynote II - Prof. Patrick Chau
	11:30am-12:30pm	Keynote III - Prof. Ho-Fung Leung
	12:30pm-2:00pm	Lunch Buffet (Atrium, 2 nd Floor)
	2:00pm-3:30pm	Panel: <i>Meet The Editors</i> <i>Journal of Management Information Systems</i> , Vladimir Zwass, FDU, USA <i>Information & Management</i> , Patrick Chau, HKU, Hong Kong <i>International Journal of Electronic Business</i> , Eldon Li, CYCU, Taiwan & Tongji U, China <i>International Journal of Internet and Enterprise Management</i> , Wayne Wei Huang, XJTU, China <i>International Journal of Internet Marketing and Advertising</i> , Guan Chong, SUSS, Singapore <i>International Journal of Information and Computer Security</i> , Hu Xiong, UESTC, China
	3:30pm-4:00pm	Coffee Break
	4:00 pm-5:00pm	Keynote IV – Dr. Xiuwen Yi, Technical Leader of Intelligent Solution Division, JD.COM
	5:00 pm-6:00pm	Workshop: <i>Blockchain Concept and Applications</i> - Ravi Sharma, UC, NZ
	6:30pm-9:00pm	Dinner Buffet (Cathay Room, 1 st Floor)
Dec. 4	8:30am-5:00pm	On-Site Registration
	8:30am-10:00am	Parallel Paper Sessions A1-A6
	10:00am-10:30am	Coffee Break
	10:30am-12:00pm	Parallel Paper Sessions B1-B6
	12:00pm-2:00pm	Lunch Buffet
	2:00pm-3:30pm	Parallel Paper Sessions C1-C6
	3:30pm-4:00pm	Coffee Break
	4:00pm-5:30pm	Parallel Paper Sessions D1-D6
	6:30pm-9:00pm	Gala Dinner and AGM
Dec. 5	8:30am-12:00pm	On-Site Registration
	8:30am-10:00am	Parallel Paper Sessions A1-A6
	10:00am-10:30am	Coffee Break
	10:30am-12:00pm	Parallel Paper Sessions B1-B6
	12:00pm-2:00pm	Lunch Buffet
	2:00pm-6:00pm	Free discussion, exploring chances for collaboration (No Dinner)
Dec. 6	8:00am-7:00pm	Leave the meeting, farewell

ICEB 2018 Guilin Paper Session Schedule

Session	PID	Paper Title	Authors (*Presenter)
Dec. 4 Tuesday, 8:30am-10:00am: Parallel Paper Sessions TA			
TA1 (Cathay Room, 1 st Floor) Chair: Saramma Joseph, Monash U.	7	Getting Older Ones' Feet Wet: Older Adults' Adoption Intention of Gerontechnology (Mobile Bathtubs)	*Saramma Joseph, Monash University, Malaysia Pei-Lee Teh, Monash University, Malaysia Jeffery Yeow Teh Thiry, Monash University, Malaysia Stefan Kien Ming Chew, Invention Magic Box, Malaysia
	98	The Study of the Digital Marketing Strategy in the Aged Society – A Case of Taiwan	*Chih-Wei Ho, National Chengchi University, Taiwan Chih-Sheng Chang, Elite PR Group, Taiwan
	113	The impact of gamification elements on the evaluation of marketing activities	*Pianpian Yang, Shenzhen University, China Ting Xu, Shenzhen University, China Yuan Yue Feng, Shenzhen University, China Yating Zhao, Shenzhen University, China Xijia Wang, Shenzhen University, China
TA2 (Shanghai Room, 1st Floor) Chair: Chong Guan, SUSS	30	Applying AHP to Comprehend the Factors Influencing Consumer Attention to Sponsored Ads by YouTubers	*Jui-Yen Chang, National Chengchi University, Taiwan
	69	Influencing Factors Analysis on Advertising Effectiveness of News feeds ads	*Chun Hui Tan, Central China Normal University, China Tian Yuan Hu, Central China Normal University, China Yi Xie, Central China Normal University, China
	75	Personalisation in Location-based Advertising: the Moderating Effect of Brand Familiarity	Valerie Tze Pei Wong, Singapore University of Social Sciences, Singapore *Chong Guan, Singapore University of Social Sciences, Singapore
TA3 (Beijing Room, 2nd Floor) Chair: John Hamilton, JCU, Australia	10	(<i>Outstanding Paper Award</i>) Design of Back-End of Recommendation Systems Using Collective Intelligence Social Tagging	*Ravi Sharma, University of Canterbury, New Zealand Rati Kale, University of Canterbury, New Zealand
	73	Design of Front-End for Recommendation Systems: Towards a hybrid architecture	Yixiao Wang, University of Canterbury, New Zealand *Ravi Sharma, University of Canterbury, New Zealand
	83	The Marketing Effects of Recommender Systems in a B2C E-commerce Context : A Review	*Xiaoping Zhao, Guilin University of Electronic Technology, China

		and Future Directions	Tianlong Gu, Guilin University of Electronic Technology, China Jun Liu, Guilin University of Electronic Technology, China
TA4 (Tianjin Room, 2nd Floor) Chair: Cheng-Yuan Ku, NCTU, Taiwan	77	An Artificial Intelligence Application Framework in Human Resource Management Practice	Qiong Jia, Hohai University, China Rong Li, Hohai University, China *Yue Guo, Hohai University, China Guanlin Wang, Hohai University, China
	109	(Outstanding Paper Award) Unsupervised Feature Selection Algorithm via Local Structure Learning and Kernel Function	*Jiaye Li, Guangxi Normal University, China Leyuan Zhang, Guangxi Normal University, China Shanwen Zhang, Guangxi Normal University, China Jiangzhang Gan, Guangxi Normal University, China
	118	A Similar Legal Case Retrieval System by Multiple Speech Question and Answer	*Ying Liu, Guangxi Normal University, China Xi Yang, Guangxi Normal University, China
TA5 (Chengdu Room, 2nd Floor) Chair: Jian Mou, Xidian University	3	Kansei-engineering-based Method for Improvement of Cross-border E-commerce Service: From the Perspective of Customers' Emotional Perceptions	*Yang Li, Xidian University, China Chunxiu Qin, Xidian University, China Jian Mou, Xidian University, China Xiaojuan Lv, Xidian University, China
	5	A Study of the Research Hot Topics and Visualization Analysis of Cross-border E-commerce in China	*Jue Zhang, Guilin University of Technology, China Junbo Li, Guilin University of Technology, China Zhipin Hou, Guilin University of Technology, China Mang Chen, Guilin University of Technology, China
	129	The Influence and Countermeasures of Technical Barriers to Trade on the Export of Electromechanical Products in China	Qinghong Shuai, Southwestern University of Finance and Economics, China *Xingbei Pan, Southwestern University of Finance and Economics, China Yingliu Xu, Southwestern University of Finance and Economics, China Shangyu Tan, Southwestern University of Finance and Economics, China Weiting Wang, Southwestern University of Finance and Economics, China
TA6 (Guilin Room, 2nd Floor) Chair: Jao-Hong Cheng, NYUST	47	The impact of big data analytics use on supply chain performance--- Efficiency and adaptability as mediators	Jao-Hong Cheng, National Yunlin University of Science and Technology, Taiwan *Kuo-Liang Lu, National Yunlin University of Science and Technology, Taiwan
	90	The Impact of Social Capital on Opportunistic Behaviors in	*Qian Li, Nanjing University, China Yue Guo, King's College London, UK

		Supply Chain Cooperation	Qianqian Shi, Nanjing University, China Cong Ma, Nanjing University, China
	91	Examining the Mediating Role of Commitment on Brand Herding: An Empirical Study in a Virtual Community of Consumption	*Heng Tang, University of Macau, Macau
Dec. 4 Tuesday, 10:00am-10:30am: Coffee Break			
Dec. 4 Tuesday, 10:30am-12:00pm: Parallel Paper Sessions TB			
TB1 (Cathay Room, 1st Floor) Chair: Dennis D. Fehrenbacher, Monash U.	2	On the Potential of Socioeconomic Characteristics to Understand the Adoption of Information Technology	*Dennis D. Fehrenbacher, Monash Business School, Monash University, Australia Raymond Choo, University of Texas at San Antonio, USA
	18	The Use of Electronic Medical Record System on Dynamic Capabilities and Physician Productivity	Ewilly J.Y. Liew, Monash University, Malaysia Yeh Han Poh, University Malaya Medical Centre, Malaysia Sharon G.M. Koh, Monash University, Malaysia Juliana A. French, Monash University, Malaysia *Pei-Lee Teh, Monash University, Malaysia
	125	Retrieval Method of Electronic Medical Records Based on Rules and Knowledge Graph	*Chen Qiangui, The University of International Business & Economics, Beijing, China Li Bing, The University of International Business & Economics, Beijing, China
TB2 (Shanghai Room, 1st Floor) Chair: Xiaobei Liang, Tongji U.	21	Bibliometric analysis of social commerce research	*Chengxi Li, Shanghai University of Finance and Economics, China Lijuan Huang, Xidian University, China Linzi Li, Xidian University, China Zhiqiang Qi, Xidian University, China
	79	Research on Network Platform of E-Governance Policy Based on Blockchain	Rua-Huan Tsaih, National Chengchi University, Taiwan *Chih-Wei Ho, National Chengchi University, Taiwan
	110	Model-based reinforcement learning: A survey	Yi Fengji, Communication University of China Fu Wenlong, Communication University of China *Liang Huan, Communication University of China
TB3 (Beijing Room, 2nd Floor)	53	Cross-border E-commerce Development Strategy Under the "Internet + Logistics Finance" Model	*Jiaqi Zhang, University of International Business and Economics, China

Chair: Yue Guo, Hohai U.	82	Research on Foreign Exchange Exposure of Enterprises in China : Taking Manufacturing Multinational Enterprises As An Example	Qinghong Shuai, Southwestern University of Finance and Economics, China *Yu Tang, Southwestern University of Finance and Economics, China Hongxin Hu, Southwestern University of Finance and Economics, China Chenchen Xiong, Southwestern University of Finance and Economics, China
	93	Does order takeaway contribute more job opportunities? An empirical analysis of the impact of Meituan Waimai on local labor market	*Yurong Li, Hohai University & Nanjing Forest University, China Yue Guo, Hohai University, China & King's College London, UK Zhe Jing, Hohai University, China
TB4 (Tianjin Room, 2nd Floor) Chair: Xudong Luo, XNU	33	Research on Impulse Radio Ultra-wideband Positioning Method Based on Combined BP Neural Network and SVM	*Bo Song, Army Logistics University of PLA, China Shenglin Li, Army Logistics University of PLA, China Qinghui Ren, Army Logistics University of PLA, China Chen Chen, Army Logistics University of PLA, China
	81	A framework of Cloud and AI based Intelligent Hotel	*Wen-Chi Lai, National Chengchi University, Taiwan Wei-Hsi Hung, National Chengchi University, Taiwan
	116	Automatic Extraction of Theft Judgment Information in Natural Language	*Xi Yang, Guangxi Normal University, China Ying Liu, Guangxi Normal University, China
TB5 (Chengdu Room, 2nd Floor) Chair: Zhiyong Liu, DUT	80	Exploring consumer value path of cross-border e-commerce: a perspective of means-end theory	*Xiaoyu Xu, Xi'an Jiaotong University, China Fangkai Chang, Da-Yeh University, Taiwan Eldon Li, Chung Yuan Christian University, Taiwan
	92	Investigating on Determinants of Cross-Border E-Commerce Purchase Intention	*Zhiyong Liu, Dalian University of Technology, China Yang Liu, Dalian University of Technology, China
	134	Research on Regional Imbalance of cross-border E-Commerce-- Take Fujian Free Trade Zone as an Example	Yu Baoqin, Yango University, Tianjin University of Finance and Economics, China *Bai Chenxing, Tianjin Vocational Institute, Tianjin University of Finance and Economics, China Zhou Yuting, Yango University, China
TB6 (Guilin Room, 2nd Floor) Chair: Chunxiu Qin, Xidian U.	11	Identification of Cognition Differences on Successful ERP Implementation	*Wei Zong, Xidian University, China Feng Wu, Xi'an Jiaotong University, China Chunxiu Qin, Xidian University, China
	24	Research on improvement of ERP implementation in purchasing department from the	*Wei Li, School of Business, Guilin University of Electronic Technology, China

		perspective of internal control	Ying Zhao, School of Business, Guilin University of Electronic Technology, China
	39	Research on Overseas Development Status of Digital Product Enterprises	*Linling Xu, University of International Business and Economics, China Jin Chen, University of International Business and Economics China
Dec. 4 Tuesday, 12:00pm-2:00pm: Lunch Break (Atrium Coffee Shop, 2 nd Floor)			
Dec. 4 Tuesday, 2:00pm-3:30pm: Parallel Paper Sessions: Parallel Paper Sessions TC			
TC1 (Cathay Room, 1st Floor) Chair: Ravi Sharma, Canterbury U.	12	The impact of perceived risk on customers' intention to use -- An empirical analysis of DiDi	Xiaobei Liang, Tongji University, China *Jingjing Li, Tongji University, China Zhen Xu, Tongji University, China
	22	(Best Paper Award) Understanding Users' Multi-Homing Intention on Peer-to-Peer Accommodation Platforms	Yongqiang Sun, Wuhan University, China *Linghong Ni, Wuhan University, China Nan Wang Wuhan University, China
	114	(Outstanding Paper Award) Understanding Booking Intention of Consumers in Online Short Rental Platforms: Social Presence, Perceived Social Benefits, and Trust	*Jing Zhang, Sichuan Agricultural University, China Yunzhong Cao, Sichuan Agricultural University, China Yuanhong Ma, Sichuan Agricultural University, China Liangqiang Li, Sichuan Agricultural University, China
TC2 (Shanghai Room, 1st Floor) Chair: Hong Guo, Anhui U.	41	A Conceptual Framework for Smart City International Standards	*Hong Guo, Anhui University, China* Shang Gao, Örebro University, Sweden Jingyue Li, Norwegian University of Science and Technology, Norway
	60	Strategic Alignment and Performance for Service-oriented Smart Government in Taiwan: A Comparison between Government Officials and Private Sector Managers	Wei-Hsi Hung, National Chengchi University, Taiwan *Chun-Yi Lin, National Chengchi University, Taiwan
	132	A Proposal of Smart Citizen Concept with Four Dimensions	*Jing Tian, Tsinghua University, China Honglei Li, Northumbria University, UK Rong Chen, Tsinghua University, China
TC3 (Beijing Room, 2nd Floor)	6	An Empirical Investigation of Culture's Influence in Online Service Ratings: From the Perspective of Uncertainty	*Dapeng Xu, Xiamen University, China Jiajun Wu, Xiamen University, China Hong Hong, Harbin Institute of Technology, China Di Xu, Xiamen University, China

Chair: Patricia Lui, SMU		Avoidance	Rong Li, Xiamen University, China
	86	An Economic Analysis of Incentivized Positive Reviews	Jianqing Chen, The University of Texas at Dallas, USA Zhiling Guo, Singapore Management University, Singapore *Jian Huang, Nanjing University of Finance & Economics, China
	96	Influence of online consumer reviews on brand choice	Patricia Lui, Singapore Management University, Singapore
TC4 (Tianjin Room, 2nd Floor) Chair: A.B.M. Munibur Rahman, WUT	14	Examining consumer mobile money usage behaviour in Ghana	Richard Glavee-Geo, NTNU-Norwegian University of Science and Technology, Trondheim, Norway *Aijaz Shaikh, University of Jyväskylä, Finland Robert Ebo Hinson, University of Ghana Business School, Accra, Ghana
	32	Research on Innovation and Strategic Risk Management in Manufacturing Firms	*A.B.M. Munibur Rahman, Wuhan University of Technology, Hubei, China Qin Yuanjian, Wuhan University of Technology, Hubei, China Riasat Azim, Hunan University, Hunan, China
	54	Research on the Third-party Payment Risk in the Background of Nets Union Clearing Platform: The Case of Alipay	Qinghong Shuai, Southwestern University of Finance and Economics, China Lu Xie, Southwestern University of Finance and Economics, China Yu Tang, Southwestern University of Finance and Economics, China Hongxin Hu, Southwestern University of Finance and Economics, China *Weiting Wang, Southwestern University of Finance and Economics, China
TC5 (Chengdu Room, 2nd Floor) Chair: Yuan Sun, ZGU	105	Critical Success Factors of Alignment between Websites and OCAs in the Manufacturing Industry	Tsung-Yueh Lu, Feng Chia University, Taiwan *Wei-Hsi Hung, National Chengchi University, Taiwan Yun-Chen Lin, National Chung Cheng University, Taiwan Mei-Fang Wu, Feng Chia University, Taiwan
	111	On Online Engagement: Does the Leadership Style Matter?	*Cheng-Hui Wang, Da-Yeh University, Taiwan Gloria H. W. Liu, National Central University, Taiwan Neil Chueh-An Lee, Ming Chuan University, Taiwan Kuang-Jung Chen, University of Hsuan Chuang, Taiwan
	127	Why Do Customers Buy Products on Social Commerce Platform? A Study from Affordance Theory	*Yuan Sun, Zhejiang Gongshang University, China Xiang Shao, Zhejiang Gongshang University, China Kun Nie, Zhejiang Gongshang University, China

			Yun Qi, Zhejiang Gongshang University, China Yue Guo, University of London, UK
TC6 (Guilin Room, 2nd Floor) Chair: Singwhat Tee, JCU Australia	19	Big data values deliverance: OSS model	*John Hamilton, James Cook University, Australia Singwhat Tee, James Cook University, Australia
	57	Action Research on Development and Application of AIoT Traffic Solution	*Wen-Hsin Wang, National Chengchi University, Taiwan Yao-Tang Hsu, National Chengchi University, Taiwan
	135	Peculiarities of IoT-based Business Model Transformations in SMEs	Viktorija Varaniūtė, Kaunas University of Technology, Lithuania *Elena Vitkauskaitė, Kaunas University of Technology, Lithuania Asta Tarutė, Kaunas University of Technology, Lithuania
Dec. 4 Tuesday, 3:30pm-4:00pm: Coffee Break			
Dec. 4 Tuesday, 4:00pm-5:30pm: Parallel Paper Sessions: Parallel Paper Sessions TD			
TD1 (Cathay Room, 1st Floor) Chair: Kwame Simpe Ofori, UGBS Ghana	8	Media Richness and User Continuance to Instant Messaging	Fan-Chen Tseng, Kainan University, Taiwan *Tzu-Ling Huang, Chang Gung University, Taiwan Ching-I Teng, Chang Gung University, Taiwan
	34	Empirical Study About the Motivations for Using Multifunctional Social Media: Based upon the Uses and Gratifications Theory	*Shui Wang, Southwestern University of Finance and Economics, China Chuan Luo, Southwestern University of Finance and Economics, China Peishan Jiang, Southwestern University of Finance and Economics, China
	121	Exploring mobile SNS continuance intention from the perspective of network externalities and mobile value	George Oppong Apiagyei Ampong, Ghana Technology University College, Ghana Aseda Mensah, University of Ghana Business School, Ghana Kwabena Boakye, Georgia Southern University, USA Grace Simpson, Ghana Technology University College, Ghana *Kwame Simpe Ofori, University of Ghana Business School, Ghana John Agyekum Addae, Ghana Technology University College
TD2 (Shanghai Room, 1st Floor)	4	Identifying Factors Affecting Digital Transformation of SMEs	Asta Tarutė, Kaunas University of Technology, Lithuania Jurga Duobienė, Kaunas University of Technology, Lithuania

Chair: Elena Vitkauskaitė, KUT Lithuania			Lina Klovienė, Kaunas University of Technology, Lithuania *Elena Vitkauskaitė, Kaunas University of Technology, Lithuania Viktorija Varaniūtė, Kaunas University of Technology, Lithuania
	97	Research on Construction Company's Strategy Transformation Based on BIM	*Yao-Tang Hsu, National Chengchi University, Taiwan Rua-Huan Tsaih, National Chengchi University, Taiwan
	112	Improve Production Process Performance By Using Lean Management — A Case Study of Lady Underwear	Tsung-Yueh Lu, Feng Chia University, Taiwan Mei-Fang Wu, Feng Chia University, Taiwan *Chih-Lun Wu, National Chengchi University, Taiwan
TD3 (Beijing Room, 2nd Floor) Chair: Sana Ansari, IIM India	31	(Outstanding Paper Award) Improving the Transfer Flow of the Taipei Metro System for Route Development: Using Open Data of the Origin and Destination Station	*Jui-Yen Chang, National Chengchi University, Taiwan Heng-Li Yang, National Chengchi University, Taiwan
	85	Do Customers Perceive Reviews as Manipulated? A Warranting Theory Perspective	*Sana Ansari, Indian Institute of Management Raipur, India Sumeet Gupta, Indian Institute of Management Raipur, India Jyotirmay Dewangan, Flipkart India Pvt. Ltd., India
	87	(Best Paper Award) Understanding consumer preferences---Eliciting topics from online Q&A community	*Guan Liu, Jinan University, Guangzhou, China Ying Wei, Jinan University, Guangzhou, China Feng Li, South China University of Technology, China
TD4 (Tianjin Room, 2nd Floor) Chair: Fangkai Chang, Da-Yeh U, Taiwan	25	Spectral clustering algorithm based on mutual KNN and standardization	*Malong Tan, Guangxi Normal University, China Guoqiu Wen, Guangxi Normal University, China Lini Wu, Guangxi Normal University, China Tao Tong, Guangxi Normal University, China
	104	Spectral Clustering Algorithm Based on KNN and Local PCA	*Wu Lin, Guangxi Normal University, China Wen Guoqiu, Guangxi Normal University, China Tan Malong, Guangxi Normal University, China
	122	A Modified KNN Algorithm for Activity Recognition in Smart Home	Zhi Wang, Dalian Maritime University, China Jian Gao, Dalian Maritime University, China Rong Chen, Dalian Maritime University, China *Jinyan Wang, Guangxi Normal University, China

TD5 (Chengdu Room, 2nd Floor) Chair: Wei Huang, XJTU	23	Proposing a New Research Framework For Loan Allocation Strategies in P2P Lending	*Yuting Rong, Xi'an Jiaotong University, China Wei Huang, Xi'an Jiaotong University, China Xin Lai, Xi'an Jiaotong University, China Cheng Jiang, Temple University, USA Yangzi Peng, Xi'an Jiaotong University, China Linzi Liu, Xi'an Jiaotong University, China
	28	(Outstanding Paper Award) Empirical study of the effects of information description on crowdfunding success — the perspective of information communication	Xiaobei Liang, Tongji University, China *Xiaojuan Hu, Tongji University, China
	48	Structural Pattern Recognition of Fraudster Groups in P2P Transaction Websites	*Jinya Hu, South China University of Technology, China Feng Li, South China University of Technology, China Yanfeng Wang, South China University of Technology, China
TD6 (Guilin Room, 2nd Floor) Chair: Wei-Hsi Hung, NCCU Taiwan	20	A four (4) stage approach towards speeding GitHub OSS development	*John Hamilton, James Cook University, Australia Jason Holdsworth, James Cook University, Australia Singwhat Tee, James Cook University, Australia Mohammad Alshomali, James Cook University, Australia
	70	Privacy-preserving Wi-Fi Access Scheme for VANETs	Tao Wan, Xihua University, Chengdu, China *Hongjie Zhang, Xihua University, Chengdu, China Shengke Zeng, Xihua University, Chengdu, China
	106	Developing the Ideal Profile of OCAs and IT Usage	*Wei-Hsi Hung, National Chengchi University, Taiwan Tzu-Hao Wang, Feng Chia University, Taiwan Jia-Wen Li, National Chung Cheng University, Taiwan Mei-Fang Wu, Feng Chia University, Taiwan
Dec. 4 Tuesday, 6:30pm-9:00pm: Gala Dinner and Annual General Meeting (Cathay Chinese Restaurant, 1 st Floor)			
Dec. 5 Wednesday, 8:30am-10:00am: Parallel Paper Sessions WE			
WE1 (Cathay Room, 1st Floor) Poster Session	94	Human-machine negotiation system based on psychological factors	*Yanling Li, Guangxi Normal University, China
	108	Cold chain logistics management	*Chih Chung Tai, National Chengchi University, Taiwan
WE2 (Shanghai Room, 1st Floor)	51	The application of Bounded Online Gradient Descent Algorithms for Kernel Based Online Learning in Tourist	*Qinghui Ren, Army Logistics University of PLA, China Shenglin Li, Army Logistics University of PLA, China Bo Song, Army Logistics University of PLA, China Chen Chen, Army Logistics University of PLA, China

Chair: Allan Chia, SUSS Singapore		Number Forecasting	
	72	Understanding Baby Boomers' Intention to Use Online Travel Agencies	*Allan Chia, Singapore University of Social Sciences, Singapore
	84	Artificial Intelligence in Smart Tourism: A Conceptual Framework	*Chih Chun Hsu, National Chengchi University, Taiwan
WE3 (Beijing Room, 2nd Floor) Chair: Bo Yang, Renmin U.	119	Influence of Media Richness of e-WOM on Consumers' Mental Imagery and Attitudes	*Nian Zhao, Sichuan Agricultural University, China Xiaolin Li, Sichuan Agricultural University, China Yuanhong Ma, Sichuan Agricultural University, China Linbin Zhang, Sichuan Agricultural University, China Liangqiang Li, Sichuan Agricultural University, China Yunzhong Cao, Sichuan Agricultural University, China
	120	Research on User Information Behavior and Hotspot Prediction of WeChat Official Accounts Based on Sootoo Network	Jing Zhang, Renmin University of China Bo Yang, Renmin University of China Wenjing Chen, Renmin University of China Pengfei Xie, Renmin University of China *Hao Dong, Renmin University of China
	123	Perceived Speaking Up as A Stressor for Coworkers in A Social Network Context: A Dual Process Examination	*Bin Ling, Hohai University, China Siyu Lu, Hohai University, China
WE4 (Tianjin Room, 2nd Floor) Chair: Chuan Luo, SWUFE	17	Social Capital Dimensions in Virtual World Platforms	*Mohamed Nazir, James Cook University, Australia John Hamilton, James Cook University, Australia Singwhat Tee, James Cook University, Australia
	35	Understanding Usage Intention of Social Media's Innovative Functions: Based on Expanded Innovation Diffusion Theory	*Guijun Chen, Southwestern University of Finance and Economics, China Chuan Luo, Southwestern University of Finance and Economics, China Hanyu Xu, Southwestern University of Finance and Economics, China
	78	How Social Anxiety and Social Factors Influence and Moderate Social Commerce	*Chih-Lun Wu, National Chengchi University, Taiwan Chih Chung Tai, National Chengchi University, Taiwan
WE5 (Chengdu Room, 2nd Floor) Chair: Heng Tang, Macau U.	29	(Best Paper Award) Factors Impacting Consumers' Sharing Behavior Under Sharing Economy: A UTAUT-based Model	Xiaobei Liang, Tongji University, China *Ying Jin, Tongji University, China Jiang Jiang, Tongji University, China

	65	AI City's Solar Energy Collaborative Commerce and Sharing Economy	*Kailin Hsu, National Chengchi University, Taiwan
	76	Ambiguity aversion effect on sharing economy participation: Evidence from transactions of sharing platform	Qiong Jia, Hohai University, China *Yue Guo, King College London, UK Rong Li Li, Hohai University, China Zhe Jing, Hohai University, China
WE6 (Guilin Room, 2nd Floor) Chair: Hu Xiong, UESTC	40	Detection of Gray Hole Attack in Software Defined Networks	Yi-Ting Hsieh, National Chiao Tung University, Taiwan *Cheng-Yuan Ku, National Chiao Tung University, Taiwan
	74	Fraud Risk Detection Based on XGBoost-LR Hybrid Model	*Maoguang Wang, Central University of Finance and Economics, China Jiayu Yu, Central University of Finance and Economics, China Zijian Ji, Central University of Finance and Economics, China
	115	A Heterogeneous Systems Public Key Encryption with Equality Test in Smart City	*Rashad Elhabob, University of Electronic Science and Technology of China Iva Sella, University of Electronic Science and Technology of China Yanan Zhao, University of Electronic Science and Technology of China Hu Xiong, University of Electronic Science and Technology of China
Dec. 5 Wednesday, 10:00am-10:30am: Coffee Break			
Dec. 5 Wednesday, 10:30am-12:00pm: Parallel Paper Sessions WF			
WF1 (Cathay Room, 1st Floor) Chair: Waiman Cheung, CU Hong Kong	26	Cultivating Service Diversification: A Cross-Level Study	Yang Lei, The Chinese University of Hong Kong *Yiying Zhang, The Chinese University of Hong Kong Waiman Cheung, The Chinese University of Hong Kong
	36	Construction of A Personalized Service Model of A Community Fresh E-commerce Based on Small Data	Chengguo Shang, Shanxi University of Finance and Economics, China *Zhigao Zhang, Shanxi University of Finance and Economics, China Qiuxia Zhang, Shanxi University of Finance and Economics, China
	66	(Outstanding Paper Award) The Evolution of E-commerce Service Ecosystem	Xuwen Gui, Central China Normal University, China *Huijie Mei, Central China Normal University, China Yue Wu, Wuhan University, China

WF2 (Shanghai Room, 1st Floor) Chair: Weixi Feng, ZUT	13	How Online Customer Reviews Influence Creditability and Business Performance of Tourism Websites?	Chao Li, School of Management, Xiamen University, China *Weixi Feng, Zhongyuan University of Technology, China
	43	Optimization for logistics center location in tourist attraction based on grey wolf optimizer	Hao Zhang, Beijing Technology and Business University, China *Yuxin Shi, Beijing Technology and Business University, China Xiaoju Zhang, Beijing Technology and Business University, China
	63	Research on Dynamic Distribution and Prediction of Inbound Tourists in China	*Chen Chen, Army Logistics University of PLA, China Jili Dai, Army Logistics University of PLA, China Shenglin Li, Army Logistics University of PLA, China
WF3 (Beijing Room, 2nd Floor) Chair: Xuping Wang, DUT	58	Strengths of Chinese Rural Areas to Develop E-commerce Projects	*Hong Guo, Anhui University, China Ying Li, Zhongnan University of Economics and Law, China Shang Gao, Örebro University, Sweden
	68	Exploring the Influential Factors of Consumers' Willingness to Purchase Fresh Agricultural Products Online: a Meta-Analysis	*Lu Liu, Sichuan Agricultural University, China Liangqiang Li, Sichuan Agricultural University, China Miyao Liao, Sichuan Agricultural University, China Yunzhong Cao, Sichuan Agricultural University, China
	131	Research on Sales Forecast of Fresh Produce Considering Weather Factors	*Xuping Wang, Dalian University of Technology, China Dongping Lin, Dalian University of Technology, China Wenping Fan, Dalian University of Technology, China Tianteng Wang, Dalian University of Technology, China
WF4 (Tianjin Room, 2nd Floor) Chair: Xiaoyu Xu, XJTU	Special Session: <i>Structural Equation Modeling, Do's and Don'ts</i> Presenters: John Hamilton and Singwhat Tee, James Cook University, Australia		
WF5 (Chengdu Room, 2nd Floor) Chair: Yuanyue Feng, Shenzhen U.	95	Fair or Not: Effects of Gamification Elements on Crowdsourcing Participation	Congcong Yang, Dongguan University of Technology, China *Yuanyue Feng, Shenzhen University, China Xizhi Zheng, Shenzhen University, China Ye Feng, Shenzhen University, China Ying Yu, Shenzhen University, China
	128	The Impact of sharing economy on local employment: evidence from Airbnb	*Jianwei Liu, Harbin Institute of Technology, China Karen Xie, University of Denver, USA Xianwei Liu, Nanjing Audit University, China

	133	The Design of an Online Roommate Finding System for Property Management Portal—the Virtual Community Perspective	*Honglei Li, Northumbria University, UK Zequn Li, Northumbria University, UK Jing Tian, Tsinghua University, China
WF6 (Guilin Room, 2nd Floor) Chair: Benjamin Yen, Hong Kong U.	49	K-Means Algorithm for Recognizing Fraud Users on a Bitcoin Exchange Platform	*Yanfeng Wang, South China University of Technology, China Feng Li, South China University of Technology, China Jinya Hu, South China University of Technology, China
	61	A Cryptocurrency based Insurance Model	*Julian Yu, Taiping Reinsurance Brokers, Hong Kong Benjamin Yen, The University of Hong Kong
	136	Efficient Spectral Clustering Algorithm Based on SimRank	Shichao Zhang, Guangxi Normal University, China *Pengqing Li, Guangxi Normal University, China Leyuan Zhang, Guangxi Normal University, China Tao Zhou, Guangxi Normal University, China Yonggang Li, Guangxi Normal University, China
Dec. 5 Wednesday, 12:00pm-2:00pm: Lunch Break (Atrium Coffee Shop, 2 nd Floor)			

Airport Transportation

At Guilin Airport, the easiest way to go to Sheraton Guilin Hotel is by taxi. The taxi fare between Guilin airport and Sheraton Guilin Hotel is about 100-120 RMB.

Sheraton Guilin Hotel Location

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Hotel Layout

