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Preface

Eldon Y. Li

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PREFACE



Welcome to the 14th International Conference on Electronic Business (ICEB) and the 1st Global Conference on Internet & Information Systems (GCIIS) in Taipei. The theme of this year's Conference is "Creating Business Values through Innovations in Cloud Services." We have received 101 submissions and 60 papers are accepted into the final program that consists of sixteen sessions. Among them, 39 full papers and 22 abstracts are included in the Proceedings. To avoid copyright issue, those papers whose authors intend to submit them to journal outlets are published in abstract format only. The topic areas of the papers in this conference

include Cloud Services and Management, Data Mining & Business Intelligence, Digital Content Services, E-service Management, Innovation & Knowledge Management, Internet & E-business, Mobile Services, Online Consumer Behavior, Service Design Issues, Social Media & Commerce, and other e-business research issues.

While we celebrate the 14th anniversary of ICEB this year, our co-organizer, the Department of Management Information Systems (MIS) at National Chengchi University (NCCU) is celebrating its 30th anniversary. With these two festive occasions, it is our great honor to welcome Dr. San-Cheng Chang, Minister of Science and Technology from the Executive Yuan of Taiwan, and Prof. Edward Chow, my long-time colleague who just newly assumed the role as President of National Chengchi University (NCCU), to give us opening addresses. In addition, we have scheduled three keynote speakers: Prof. Patrick Y.K. Chau, Director of School of Business and Padma and Hari Harilela Professor in Strategic Information Management from University of Hong Kong; Prof. Vladimir Zwass, Gregory Olsen Endowed Chair and University Distinguished Professor from Fairleigh Dickinson University in the U.S.; and Dr. Ravi Sharma from Nanyang Technological University in Singapore. They will present their recent perspectives in big data, value co-creation, and trendcasting.

Following these speeches, we have produced two Industry Panel sessions to discuss the issues and trends of creating business values from innovations in mobile and cloud services. The panels will be held in the afternoon of December 9 Tuesday from 1:30pm to 4:00pm. The panelists include industry experts from Chunghwa Telecom (Dr. Joseph Kuo), Ernst & Young Taiwan (Tony Chang), FarEasTone (Charlene Hung), IBM Taiwan (Julian Lin), National Palace Museum (Dr. James Lin), SYSTEX Group (Fred Chiang), Taiwan Mobile (Daphne Lee), and Taiwan Star Telecom (Shing Chu). We thank very much the panelists and the diligent moderators: Prof. Rua-Huan (Ray) Tsaih from Department of Management Information Systems (MIS) at NCCU and Prof. Timin C. Du from The Chinese University of Hong Kong.

In the final session of the Opening Day program, we invited four editors, Prof. Vladimir Zwass, Prof. Patrick Y.K. Chau, Prof. Ting-Peng Liang, and Prof. Marko Grünhagen, representing five leading e-Business SSCI journals *Journal of Management Information Systems* (M.E. Sharpe) & *International Journal of Electronic Commerce* (M.E. Sharpe) *Journal of Electronic Commerce Research* (NCCU), *Information & Management* (Elsevier), *Journal of Small Business Management* (Wiley). They will discuss the research agenda that give the audience directions for future research in electronic business.

This joint conference of ICEB and GCIIS 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 139 scholars from 14 countries, including Australia, Brunei

Darussalam, China, France, Germany, Hong Kong, New Zealand, Saudi Arabia, Singapore, Taiwan, Thailand, U.K., and U.S.A.

In closing, 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, panelists, reviewers, the program committee members, and session chairs, who all have contributed their effort and support to this conference. Special thanks go to our conference staffs, especially Laurence Chang, Thomas Chang, Michael Lin, Hsiang-Lin Lin, and Yuju Lin, to name a few, who have planned and executed this conference event tirelessly.

The conference is sponsored by NCCU's Office of Research and Development as well as College of Commerce, Ministry of Science and Technology, Ministry of Education, Ministry of Foreign Affairs, Bureau of Foreign Trade of Taiwan, Department of Information and Tourism of Taipei City, and The Chinese University of Hong Kong. There are several co-organizers including Department of MIS at NCCU, International Consortium of Electronic Business, Taiwan Chapter of Association for Information Systems, Center for Industrial Network and Technology-Enabled Services at NCCU, and *International Journal of Electronic Business*. We would like to thank all the sponsors and co-organizers for their generous funding and support. Finally, on behalf of the entire Conference Committee and the Imperial Hotel staffs, we sincerely wish you have a very productive and memorable experience during your stay in Taipei.

Cordially yours,



Eldon Y. Li
Conference Chair of ICEB-GCIIS 2014
Chairperson and University Chair Professor of
Department of Management Information Systems
National Chengchi University, Taiwan

December 2014 in Taipei