ICEB 2023 Proceedings (Chiayi, Taiwan)

International Conference on Electronic Business (ICEB)

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Preface

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PREFACE

Welcome to the 23rd International Conference on Electronic Business (ICEB 2023). The conference this year is held virtually by the University of Hong Kong Business School and physically by the National Chung Cheng University Management College in Chiayi, Taiwan. The conference theme is "AI and Precision Analytics in Financial and Medical Services". We received 115 submissions, and 96 papers were accepted into the final program, which consisted of 24 sessions. The topic areas of the papers in this conference include AI and its applications, Big data analytics and precision analytics, Blockchain and FinTech, Digital marketing and consumer behavior, Digital transformations in enterprises, EB models and issues, E-business education and e-learning, E-business strategies and models, E-healthcare and gerontechnology, IT ethics and data governance, New technology adoption and diffusion, Social media and social computing, Supply chain management and e-logistics, and other interdisciplinary issues. In this post-conference proceedings book, 80 papers are included: 63 full papers and 17 work-in-progress papers.

At the conference, we have scheduled seven keynote speakers which broke the record of every academic conferences in the world. The speakers include (in the appearance sequence): Prof. H. Kenny Cheng, a Senior Editor of *Information Systems Research;* Prof. Guy Gable, the Co-Chief Editor Emeritus of *The Journal of Strategic Information Systems*; Prof. Patrick Chau, a former Chief Editor of *Information and Management*; Galit Shmueli, the Chief Editor of *INFORMS Journal on Data Science*; Prof. Matthieu Guitton, the Chief Editor of *Computers in Human Behavior*; Prof. Chris Westland, the Chief Editor of *Electronic Commerce Research*; and Prof. Robert M. Davison, the Chief Editor of *Information Systems Journal*. Authors of full papers in this conference are welcome to submit their papers to these journals for publication. Because the threat of the COVID-19 pandemic persists and the constraints of the travel time and budget, only three speakers (Kenny, Patrick, and Galit) deliver their speeches on site. All keynote speeches and presentations are delivered with ZOOM software in two virtual meeting rooms, despite many of them are on site with audience. This year's speeches are scheduled in two mornings and two evenings, considering the time zone differences between the speakers in Australia, Canada, Chicago, China, Hong Kong, New Zealand, and Taiwan. Presentations are also scheduled so authors from other continents can attend the meetings between 8:20 AM and 6:00 PM in Hong Kong Time.

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. In addition, we could meet leading scholars from around the world to establish a research network and engage in future collaborations. In this conference, there are 89 registered scholars from 19 countries or regions, including Australia, Austria, Belgium, China, Finland, Hong Kong, Hungary, India,

Indonesia, Japan, New Zealand, Saudi Arabia, Singapore, South Korea, Taiwan, Thailand, Russia, United Kingdom, United States and others. This year, the Best Paper Award Committee of 7 members selected one best paper and 7 outstanding papers to receive the awards. The authors of these papers are invited to present their papers in the TWAIS 2023 Pre-ICEB-Conference Workshop. This workshop is a ground-breaking joint effort of the ICEB and the Taiwan Association for Information Systems (TWAIS). The workshop details are available on the conference website.

Finally, on behalf of the entire Conference Committee, we thank you for participating in ICEB 2023 hybrid conference. Without your presence, the conference could not be successful. We also thank all the speakers, presenters, reviewers, program committee members, the Best Paper Award committee members, and session chairs who have contributed their time and effort to this conference. Furthermore, special thanks go to Prof. Benjamin Yen and his conference team from the University of Hong Kong, who provided the administrative and technical support to execute the ZOOM conference events tirelessly and flawlessly. Also, we thank Ms. Yunu Chen of Plum Season Co. for helping our home office set up and manage the payment gateway effectively. Finally, we thank you all for preparing and sharing your research findings in the sessions and look forward to seeing you again in ICEB 2024 in Zhuhai, Guangdong, China hosted by the Beijing Normal University-Hong Kong Baptist University United International College (UIC).

Sincerely yours,

Eldon Y. Li

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October 2023 in Chiayi, Taiwan, R.O.C.