



ICEB2019—the 19th International Conference on
Electronic Business

Programme Book

Newcastle Upon Tyne, 8-12 December 2019



Welcome Message

Welcome to the 19th International Conference on Electronic Business (ICEB 2019) in Newcastle Upon Tyne,



United Kingdom. The theme of this year's Conference is "*Artificial Intelligence Empowered Business Processes*". We received 109 submissions and 78 papers were accepted into the final program that consisted of 24 sessions. The topic areas of the papers in this conference include e-business, smart cities, e-commerce and e-retail, artificial intelligence and its applications, blockchain and smart technologies, digital transformations in enterprises, social media and social commerce, e-supply chain management and e-logistics, smart tourism and hospitality, knowledge management and sharing, e-healthcare and e-entrepreneurship, co-creation in e-business, E-marketing, e-consumer behaviour and e-CRM, big data analytics and business intelligence, new technology acceptance and adoption, and strategies and models of electronic business.



On the opening day, we have scheduled four keynote speakers: Prof Pär J. Ågerfalk, the Chief Editors of *European Journal of Information Systems*; Prof. Patrick Y.K. Chau, the Chief Editor of *Information and Management*; Prof. Feng Li from Cass Business School at City University of London; and Laura Partridge, Digital Programme Lead, North East Local Enterprise Partnership in United Kingdom. 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. We have followed the previous year's tradition to create a special session: "*Meet the Editors*". In addition, a new workshop on Artificial Intelligence with Python was created on Wednesday 11th December. This year, we have started up a new initiative to set up a sponsorship

invitation to both academic institute and industry. Fortunately, ICEB2019 was sponsored by Newcastle Business School from Northumbria University and a local SME from Newcastle.

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 88 registered scholars from 17 countries or regions, including Australia, China, Finland, Greece,

Germany, Hong Kong, Japan, Lithuania, Malaysia, New Zealand, Saudi Arabia, Singapore, U.S.A, UK, Switzerland, Thailand, and Taiwan.

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 Northumbria University, who had planned and executed the conference events tirelessly and effectively. Finally, on behalf of the entire Conference Committee and the Hilton Newcastle Gateshead Hotel staffs, we sincerely wish that the experience during your stay in Newcastle Upon Tyne was very delightful and memorable and we look forward to seeing you again in ICEB 2020 in China.

Sincerely yours,

Eldon Y. Li

Eldon Y. Li

ICEB Honorary President

Chair Professor

Chung Yuan Christian University, Taiwan

Tongji University, Mainland China

Honglei Li

Honglei Li

ICEB 2019 Program Co-Chair

Senior Lecturer

Northumbria University, United Kingdom

December 2019 in Newcastle Upon Tyne, United Kingdom

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Organizer:

Department of Computer and Information Sciences at Northumbria University in Newcastle Upon Tyne, United Kingdom		UK
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Keynote I

Prof Pär J. Ågerfalk

Artificial Intelligence as Digital Agency

Abstract:

For a long time thought of as a computer science project with little relevance to information systems (IS), artificial intelligence (AI) has recently come to take centre stage in the IS discourse. This talk explores the role that IS can play in understanding AI and related technologies in social practices. The exploration revisits some fundamental ideas about information technologies as mediators of social action and communication, acknowledging that the computational power of digital technology calls for theorizing that goes beyond sociological accounts of human agency. With this backdrop, the impact of AI on digital practices is framed as an IS problem of understanding digital agency, with consequences for how we may construct relevant IS research questions.



Biographical notes:

Pär J. Ågerfalk is a Professor in the Department of Informatics and Media at Uppsala University where he holds the Chair in Information Systems. He received his PhD in Information Systems Development from Linköping University and has held fulltime positions at Örebro University, University of Limerick, Lero – The Irish Software Engineering Research Center and Jönköping International Business School. He is currently Editor-in-Chief of the European Journal of Information Systems, a member of the Journal of Information Technology editorial board, and a member of the Distinguished Editorial Advisory Board of the International Journal of Information Management. His current research focuses on the orchestration of digital practices, including open source software, digital innovation, information systems development, and artificial intelligence. Dr. Ågerfalk's work has appeared in journals such as MISQ, ISR, JIT, JAIS, CAIS and CACM. He is a member of the Association for Information Systems and the OR Society. More information about Professor Ågerfalk can be found here: <https://katalog.uu.se/profile/?id=N7-798>.

Keynote II

Laura Partridge

Digital for Growth: a digital strategy for the region

Abstract:

The North East Local Enterprise Partnership (LEP) is a public, private and education sector partnership – one of thirty-eight LEPs in the country. The LEP is responsible for promoting and developing economic growth in the local authority areas of County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland. The North East LEP produces the area's Strategic Economic Plan - a blueprint for the activities that need to take place to improve our regional economy. Digital is one of four areas of strategic importance identified in the plan and Digital for Growth, the North East's digital strategy, was launched earlier this year.



We recognise that digital is critical to the development of our economy in the broadest sense. Digital for Growth acknowledges the ubiquity of 'digital' and the challenges of defining it as a single sector. We want to take our assets and position ourselves as a demonstrator in the digitalisation of industry and society, focusing on cross-cutting digital adoption, transformation and skills development. Ongoing partnership working will be critical in delivering this strategy, through shared coordination and leadership – regionally, nationally and within government. Digital for Growth will develop and articulate the sub-sectors of our digital economy to highlight our capabilities and areas of specialism that could contribute to the delivery of more and better jobs.

Biographical notes:

Laura joined the North East Local Enterprise Partnership in December 2018 as Digital Programme Lead. With partners she recently launched Digital for Growth – a digital strategy for the North East.

Laura relocated to the North East two years ago to join the team that delivered the Great Exhibition of the North as Innovation Champion. She led the team that produced the Northern Powerhouse Business Summit and oversaw the ERDF-funded GX Project, focusing on supporting innovation-led growth and regional SMEs. Previously she was based in Manchester and has a background in university engagement and regional economic development – most recently as Innovation & Engagement Manager for the N8 Research Partnership.

Keynote III

Prof. Feng Li

Digital Transformation: Bridging the Innovation-Execution Gap

Abstract:

In this keynote speech, Professor Feng Li will reflect on his research on eBusiness and Information Systems over the last 30 years, and highlight some of the emerging opportunities and challenges for our discipline. The focus of eBusiness and Information Systems research has expanded significantly in recent years, and today, it is no longer just about investigating, understanding and informing business innovations enabled by digital technologies in private and public sector organisations, but also using the power of digital innovations to alleviate significant societal challenges of our time in financially sustainable and operationally scalable fashion – from ageing, social inclusion, poverty reduction to sustainable development. Although developing new visions of digital innovation is challenging, managing the transition to new technologies, new business models and new organisational designs often poses far greater challenges for business leaders and policy makers.

Furthermore, as other disciplines in business management – from strategy and operation management to marketing and human resource management – increasingly embrace digital, our discipline is under existential threat, and it is our responsibility to articulate the intellectual and practical reasons for treating eBusiness and Information Systems as the explicit focus of our research, education and business engagement. Some current research projects are used to illustrate these issues, and a number of significant emerging themes for future research are highlighted.

Biographical notes:

Over the last 30 years, Professor Feng Li (PhD, FBAM, FAcSS) has been investigating how Digital Technologies (ICTs) can be used to facilitate strategic innovation and organisational transformation across different sectors and domains, from IT, Telecom, Banking, Insurance, Manufacturing, Retailing, the Creative Industries, to Health and Social Care Services. He is particularly interested in emerging strategies, business models and organisational designs in the digital economy. He advises senior business leaders and policy makers on how to manage the transition to new strategies, new business models and new organisational forms enabled by digital technologies. His research has been published in the *Academy of Management Discoveries*, *Harvard Business Review*, *British Journal of Management*, *Technovation*, *International Journal of Management Review*, *R&D Management*, and *Technological Forecasting and Social Change*. Some of his findings have been widely reported by business oriented magazines and newspapers in different languages, including *Management Today*, *CEO Today*, *Wired*, *Forbes*, *Computer Weekly*, *Financial Times*, *City A.M.*, *Telegraph* and many others.

For more information: <https://www.cass.city.ac.uk/faculties-and-research/experts/feng-li>



Keynote IV

Prof. Patrick Chau

Computational Social Science in the Big Data Paradigm

Abstract:

Proposed in a paper published in *Nature* in 2009 by a group of researchers led by David Lazer from Harvard, Computational Social Science (CSS) is a multi-disciplinary field at the intersection of social, computational and complexity sciences whose subjects of study is human interactions and society itself. With the exponential growth of big data in recent years, CCS has also been expanded to the “Big Data paradigm” to attempt to solve issues and/or problems in not just the business arena but also the society at large. This talk aims to first give an overview of CSS and then presents opportunities and challenges of conducting CSS research in the Big Data paradigm.



Biographical notes:

Professor Chau is known for his research in IT adoption/implementation and electronic commerce. He has close to 100 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*, *European Journal of Information Systems*, *Journal of Association for Information Systems*, *Communications of the ACM*, *Decision Sciences*, *Decision Support Systems*, *Information & Management*, and many others. As of February 2019, the total number of citations of his papers in Google Scholar has reached over 17,500 with an H-index of 51. He is currently the Editor-in-Chief of *Information & Management* (ABS Level 3) and a Senior Editor of *Journal of the Association for Information Systems* (ABS Level 4).

Professor Chau's academic achievements and contributions have been recognized by a number of appointments and award, including Chang Jiang Scholar Chair Professorship 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 September 2014, and Li Dak Sum Chair Professorship at the University of Nottingham Ningbo China in September 2017. He also received the AIS Fellow Award in December 2013, an award by the Association for Information Systems (AIS) to no more than six scholars in the discipline of Information Systems each year globally. He was also invited and is now serving on the International Advisory Board of the Consumer and Organisational Data Analytics (CODA) Research Centre of King's College London (KCL) in the U.K., the FinTech and Digital Governance Research Centre of the National Chung Cheng University in Taiwan, and the Faculty of Management and Economics of the Dalian University of Technology, China. More information about professor Chau can be found here: <https://www.nottingham.edu.cn/en/business/people/academic/patrickchau.aspx>.

ICEB2019 Programme Overview

	08/12/2019	09/12/2019	10/12/2019	11/12/2019	12/12/2019
08:00		Registration	Registration	Registration	
08:30					
09:00		Keynote Speaker Prof Pär J. Ågerfalk (Gateshead Suite)	Keynote Speaker Professor Patrick Chau (Hilton Meeting Room 6&7)	Paper Sessions 4 (Hilton Meeting Room)	Cragside Tour
09:30					
10:00					
10:30		Tea Break	Tea Break	Tea Break	
11:00		Industrial Keynote Speaker Laura Partridge (Gateshead Suite)	Paper Sessions 1 (Hilton Meeting Room)	Workshop I: Artificial Intelligence with Python (Hilton Meeting Room 6&7)	
11:30					
12:00					
12:30		Lunch	Lunch	Packed Lunch in Boat River Cruise	
13:00					
13:30					
14:00	Registration	Keynote Speaker Professor Feng Li (Gateshead Suite)	Paper Sessions 2 (Hilton Meeting Room)		
14:30					
15:00					
15:30		Tea Break	Tea Break		
16:00		Panel Discussion "Meet the Editors"	Paper Sessions 3 (Hilton Meeting Room)		
16:30		Patrick: I&M Pär: EJS Savvas: TFSC Yue: IJISAM Eldon: IJEB/IJIMA/IJICS (Gateshead Suite)			
17:00	Welcome Reception				
17:30					
18:00					
18:30		Welcome Dinner (Gateshead Suite)	Formal Conference Dinner (Gateshead Suite)		
19:00	ICEB Board Meeting (Invitation Only)				
19:30					
20:00					
20:30					

ICEB 2019 Keynote&Paper Session Schedule

09:00-10:30 09th December 2019: Keynote 1

(Gateshead Suite)

Keynote Speaker

Professor

Pär J. Ågerfalk

“Artificial Intelligence as Digital Agency”

Tea Break

11:00-12:30 09th December 2019: Keynote 2

(Gateshead Suite)

Industrial Keynote Speaker

Laura Partridge

“Digital for Growth: a digital strategy for the region”

Lunch

14:00-15:30 09th December 2019: Keynote 3

(Gateshead Suite)

Keynote Speaker

Professor

Feng Li

“Digital Transformation: Bridging the Innovation-Execution Gap”

Tea Break

16:00-17:30 09th December 2019: Panel Discussion

(Gateshead Suite)

“Meet the Editors”

Patrick: I&M

Pär: EJIS

Savvas: TFSC

Yue: IJISAM

Eldon: IJEB/IJIMA/IJICS

Welcome Dinner

09:00-10:30 10th December 2019: Keynote 4

(Hilton Meeting Room 6&7)

Keynote Speaker

Professor

Patrick Chau				
"Computational Social Science in the Big Data Paradigm"				
Tea Break				
Session	PID	Paper Title	Authors (*Presenter)	Paper Type
11:00-12:30 10th December 2019: Parallel Paper Sessions 1				
Track 1	10	Finding Product Problems from Online Reviews Based on BERT-CRF Model	*Yusheng Mao, Wuhan University Liyi Zhang, Wuhan University Yiran Li, Wuhan University	Full
Topic: E-Business Chair: Peter Ractham (Hilton Meeting Room 6&7)	25	Eco-System Oriented Instrument for Measuring Firm Technology Adoption	*Joshua Kofi Doe, Open University of Netherlands (skype) Rogier Van de Wetering, Open University of Netherlands Ben Honyenuga, Ho Technical University Johan Versendaal, Open University of Netherlands	Full
	57	Two-Sided E-Market Platform: A Case Study of Cross Border E-Commerce Between Thailand and China	*Peter Ractham, Thammasat Business School	Full
Track 2	68	An introduction to smart city research: a review of the past and the future	*Laddaawan Kaewkitipong, Thammasat University	Full
Topic: Smart Cities Chair: Laddaawan Kaewkitipong (Hilton Meeting Room 1)	31	Whose Smart City is This? Smart City Talk and the Building of the Market	*Ozge Dilaver, Northumbria University	Abstract
	100	Realization Path of Intelligent Logistics in the Era of New retail	Mingxuan Zheng, Northeast Forestry University *Lijun Xu, Nanjing Institute of Technology Yaqin Dou, Nanjing Institute of Technology	Full
Track 3	99	Investigating the Key Factor of Personal Brand in E-Commerce- A Case Study of "Myhomes"	*Jiann-Horng Chen, TransCloud Sheng-Hao Tsao, National Chengchi University Jiin-Tian Chyou, National Chengchi University	Abstract
Topic: e-commerc and e-retail	1	Consumer Satisfaction and Repurchase Intention from	*Natthakorn Khayaiyam, Thammasat University	Full

Chair: Jiann-Horng Chen		Cross-border e-Commerce: A Trust-Risk-based Study		
(Hilton Board Room)	18	Examining the Showrooming Effects in Channel Blending Decisions: Generation Y vs. Millennials	Vanessa Liu, Singapore University of Social Sciences Rajiv Kohli, College of William and Mary *Yue Wang, Singapore University of Social Sciences	Full
Track 4	30	Application Analyses of Visual Information Processing Techniques in E-Commerce	*Zhu Xuefang, Nanjing University	Full
Topic: Artificial Intelligence and its applications	21	Constructing an Emergency Intelligence System: A Multivariate and Multi-Level Framework	*Hua Guo, Hohai University Business School Haiwei Zhou, Hohai University Business School Eldon Li, Chung Yuan Christian University	Full
Chair: Zequn Li	108	Factors driving customers' stickiness with smart assistants	*Guangjin Su, Northumbria University Sophie Liu, Northumbria University	WIP
(Hilton Meeting Room 3)	72	Improving Attribute Classification with Imperfect Pairwise Constraints	*Zequn Li, Northumbria University Honglei Li, Northumbria University Ling Shao, Northumbria University	Full
Track 5	80	A RBV and Capabilities Research Framework for Organizational Ecosystems	*Josephine Chong, Northumbria University Sophia Duan, RMIT University	WIP
Topics: Digital transformations in enterprises	14	Survival in the digital age – a framework for formulating a Digital Transformation Strategy in SME	*Johannes Trenkle, Technical University of Munich	Full
E-supply chain management and e-logistics	109	Research on Operation Mode and Risk Prevention of B2B Supply Chain Finance	Qiming Zheng, Nanjing Polytechnic Institute *Yaqin Dou, Nanjing Institute of Technology Yide Shi, Guangzhou University	Full
Chair: Johannes Trenkle	41	Design Memory Protection Based on Embedded Operating System with focus on PicoBlaze soft controller	*Kaishan Huang, Shenzhen University Chen Jia, University of York *Xi Song, Greater Bay Area International Institute for Innovation (skype)	Full
(Hilton Meeting Room 8)				
Track 6	5	Consumer brand post engagement on Facebook and Instagram – A study of three	Niklas Eriksson, Arcada University of Applied Sciences Annette Sjöberg, Arcada University of Applied	Full

Social media and social commerce		interior design brands	Sciences Carl-Johan Rosenbröijer, Arcada University of Applied Sciences Asle Fagerstrøm, Kristiania University Collage	
Chair: Kailin Hsu		Discussion on the live broadcast of social media and e-commerce		Full
(Hilton Meeting Room 4)	23	Social Commerce: Chanting the Experience of Shoppers in a Developing Country	*Kailin Hsu, National Chengchi University *Yurita Yakimin Abdul Talib, Universiti Utara Malaysia Fariza Hanim Rusly, Universiti Utara Malaysia	Full
14:00-15:30 10th December 2019 : Parallel Paper Sessions 2				
Track 7			*John Hamilton, James Cook University Fifty Hanisdah Binti Saikim, James Cook University Singwhat Tee, James Cook University Michael Underdown, James Cook University	Full
Topic: Smart tourism and hospitality	7	Wildlife Tourist Consumption in Sabah Malaysia: A SEM Path Model Approach		
Chair: John Hamilton		Sentiment Analysis of Tourism Reviews: An exploratory study based on CNNs built on LSTM model	*Jinfeng Gao, Huanghuai University Ruxian Yao, Huanghuai University Han Lai, Huanghuai University Haitao Wu, Huanghuai University	Full
(Hilton Meeting Room 4)	55	A Hybrid Travel Recommender System for the Group Tourists	*Wei Liu, Northumbria University Ran Liu, Northumbria University	WIP
Track 8			Rohit Ramanujam, James Cook University John Hamilton, James Cook University *Singwhat Tee, James Cook University Michael Underdown, James Cook University	Full
Topic: Knowledge Management and Sharing	6	Modelling Management Consulting in India: Towards Management Consulting Theory		
Chair: Han Lai		Why knowledge seeking in KM	*Han Lai, Huanghuai University Honglei Li, Northumbria University	Full
(Hilton Meeting Room 8)	56	Exploring Firm Innovation Components in Bangladesh	*A B M Munibur Rahman, Wuhan University of Technology Yuanjian Qin, Wuhan University of Technology A S M Towhid, Wuhan University of Technology	Full
Track 9			*Mohamed Nazir, James Cook University John Hamilton, James Cook University Singwhat Tee, James Cook University	Full
Topic: Virtual Communities	9	VIRTUAL WORLD PLATFORMS END-USER MOTIVES		
	58	What Kind of Answer will be Better: Exploring the Features of High-quality Answer	*Junpeng Shi, Nanjing University of Posts and Telecommunications Hongzhou Shen, Nanjing University of Posts	WIP

social media and social commerce		Contents in Social Q&A Community	and Telecommunications Qiaohui Ma, Nanjing University of Posts and Telecommunications	
Chair: Shan Shan (Hilton Meeting Room 3)	48	Research and Prediction on the Sharing of WeChat Official Accounts' articles	Bo Yang, Renmin University of China *Junlin Tang, Renmin University of China Xi Ma, Renmin University of China Yawen Chang, Renmin University of China Huayang She, Renmin University of China	Full
	73	A Sentiment Analysis of Peer to Peer Energy Trading Topics from Twitter	*Shan Shan, Northumbria University Honglei Li, Northumbria University Yulei Li, Northumbria University	Full
Track 10 Topics: e-entrepreneurship	12	Research on the influencing factors in college students' entrepreneurship and innovation intention-base on the information exchange	Zhuoya Xiao, Shenzhen University *Xin Huang, Shenzhen University (skype) Xiaowen Huang, Shenzhen University	Full
e-healthcare	47	Research on health service system of smart communities for older adults	*Xiaoting Xu, Nanjing University Mengqing Yang, Nanjing University Qinghua Zhu, Nanjing University	Full
Chair: Xiaoting Xu (Hilton Meeting Room 1)	76	Just ticking the box: a social informatics model of the consequences of consent	*David Jamieson, Northumbria University Rob Wilson, Northumbria University Mike Martin, Northumbria University	Full
Track 11 Topic: New technology acceptance, adoption and diffusion	15	Mobile Banking Acceptance of Thai Commercial Banks	Siriluck Rotchanakitumnuai, Thammasat University Mark Speece, Thammasat University	Full
	27	Motives to Play a Mobile Location-Based Augmented-Reality Game of Non-Adopters: The Case of Pokémon Go	*Mathupayas Thongmak, Thammasat University	Full
Chair: Mathupayas Thongmak (Board Room)	40	Smartphone Uses in Brick-and-Mortar Retailing Stores: Gratifications as Antecedents of Consumer's State Anxiety and Purchase Intention	*Jing Lyu, University of Southampton Steve Chen, University of Southampton Ioannis Krasnikolakis, University of Kent	Full
Track 12 Topic: Co-Creation in	20	Effects of Gamification Elements on Crowdsourcing Participation: The Mediating Role of Justice Perceptions	Jiaxiong Weng, Shenzhen University Huimin Xie, Shenzhen University Yuanyue Feng, Shenzhen University Ruoqing Wang, Shenzhen University	Full

Electronic Business			Yi Ye, Shenzhen University Peiying Huang, Shenzhen University Xizhi Zheng, Shenzhen University	
Chair: Olabode Ogunbodede (Hilton Meeting Room 6&7)	95	Value Co-creation and Co-destruction Behaviour in Virtual Communities – Influence of Personality Traits	*Olabode Ogunbodede, Newcastle University Savvas Papagiannidis, Newcastle University Eleftherios Alamanos, Newcastle University	Full
	94	Going Digital: SMEs Based Food E-commerce Engaging Customer through Customer Needs-Driven	*Hesty Nurul Utami, Newcastle University Eleftherios Alamanos, Newcastle University Sharron Kuznesof, Newcastle University	Full
	2	Understanding the Turnover Intention of Crowd Workers of Microtask Crowdsourcing Platform	Yang Lei*, The Chinese University of Hong Kong Xiling Cui, Hong Kong Shue Yan University Weiman Cheung, The Chinese University of Hong Kong (presented by Yue Guo)	Full
16:00-17:30 10th December 2019: Parallel Paper Sessions 3				
Track 13 Topic: E-marketing, e-consumer behaviour, e-CRM Chair: Zhuolan Bao (Hilton Meeting Room 1)	22	Can advertising creativity overcome banner blindness? — Empirical Analysis Based on Eye Tracking Technology	Miao Miao, Southwest Jiaotong University Qiang Yang, Southwest Jiaotong University Yushi Jiang, Southwest Jiaotong University	Full
	74	The Dynamics of Funding Behaviors in Reward-Based Crowdfunding Projects	*Zhuolan Bao, The Chinese University of Hong Kong Yuxing Yang, The Chinese University of Hong Kong Michael Chau, The University of Hong Kong	Full
	44	Research on Influencing Factors of Information Dissemination of WeChat Public Accounts Based on FSIPS Two-stage Model	Bo Yang, Renmin University of China *Xinrui Zhang, Renmin University of China Rong Zhang, Renmin University of China Lilong Zhang, Renmin University of China Ziyi Liang, Renmin University of China Lingling Wang, Beijing Institute of Technology	Full
Track 14 Topic: E-marketing, e-consumer behaviour, e-CRM	34	The Influencing Factors on Consumers' Purchase Intention under the Cross-border E-commerce Platforms	*Zhen Qin, Huazhong Agricultural University (skype) Yan Ni, Hubei Social Science Academy Lanwei Zhao, Huazhong Agricultural University	Full
	39	Gaming Representation Design and Continued Use	Ching-I Teng, Chang Gung University *Hsien-Wei Tseng, Chang Gung University	Full

Chair: Aijaz Shaikh (Hilton Meeting Room 4)	42	What drives customer satisfaction and well-being in ridesharing? A developing country perspective	*Aijaz Shaikh, University of Jyväskylä Heikki Karjaluo, University of Jyväskylä Francisco Liébana-Cabanillas, University of Granada	Full
Track 15	60	A Conceptual Framework for Data Property Protection Based on Blockchain	Qian Li, Nanjing University Meng Xu, China Mobile Information Technology Miao Fang, Nanjing University Meng Yang, China Mobile Information Technology *Yue Guo, Southern University of Science and Technology	Full
Topic: Blockchain and smart technologies	70	Consortium Blockchain for Secure and Privacy-Preserving E-government Systems	*Noe Elisa, Northumbria University Longzhi Yang, Northumbria University Honglei Li, Northumbria University Fei Chao, Aberystwyth University Nitin Naik, Ministry of Defense	Full
Chair: Rainer Schmidt (Board Room)	75	EMPIRICAL INSIGHTS INTO THE BENEFIT FROM IMPLEMENTING SMART CONTRACTS	*Rainer Schmidt, Munich University of Applied Sciences Michael Möhring, Munich University of Applied Sciences Barbara Keller, Munich University of Applied Sciences Fabian Fuchs, Munich University of Applied Sciences Andreas Kochsiek, Munich University of Applied Sciences Florian Völkel, Munich University of Applied Sciences	Full
Track 16	46	Developmental Problems of Current Cross Border e-Commerce Companies AND Countermeasures	*Tzushan Tseng, Ming Chuan University	Full
Topic: e-commerce and e-retail	79	The More You Know, The More You Buy? Knowledge, and Engagement Drive Luxury Purchasing	Chi Hsien Kuo, Waseda University *Shinya Nagasawa, Waseda University	Full
Chair: Tzushan Tseng				

(Hilton Meeting Room 8)	92	Case Study: Cainiao and JD.com Leading Sustainability Packaging in China	Benjamin Yen, University of Hong Kong Grace Wong, University of Hong Kong	Full
Track 17 Topics: Big Data Analytics and Business intelligence	96	Longitudinal Analysis of Economic Clusters: A Novel Methodology and Application of UK Regions	Iyiola E. Olatunji, The Chinese University of Hong Kong Wing Kuen Eric See-To, Lingnan University *Papagiannidis Savvas, Newcastle University	WIP
E-supply chain management and e-logistics	104	Research on Application of Kansei Image of Culture in Big data of Product Design	Min Shi, Fuzhou University of International Studies and Trade *Lijun Xu, Nanjing Institute of Technology	Full
Chair: Papagiannidis Savvas (Hilton Meeting Room 3)	101	Research on the innovative application of digital supply chain finance in private science and technology enterprises in China	*Yaqin Dou, Nanjing Institute of Technology Xin Gao, Shanghai Normal University Mingxuan Zheng, Northeast Forestry University	Full
Track 18 Topics: E-business	8	Tourist Wildlife Consumption Qualitative Considerations: Sabah, Malaysia	Fifty Saikim, James Cook University *John Hamilton, James Cook University Singwhat Tee, James Cook University	Full
Smart tourism and hospitality	93	Reciprocity in the Sharing Economy	*Dinara Davlembayeva, Newcastle University Savvas Papagiannidis, Newcastle University Eleftherios Alamanos, Newcastle University	Full
E-marketing, e-consumer behaviour, e-CRM	105	A Switch on Electronic Commerce Mobile Payment : From Traditional Queuing to Elastic Request as a Payment Service Based on the Edge Computing Model	*Hongbin Shen, Chongqing University of Technology Bichuan Shen, Chongqing University of Technology Yu Xiong, Northumbria University Penghao Ye, Zhongnan University of Economics and Law	Full
Chair: Hongbin Shen (Hilton Meeting Room 6&7)	97	An Exploration into the Effects of Digital Co-branding within B2B E-Commerce; An Action Research Case Study within the B2B Marine Engineering Industry	*Erin Coulson, Newcastle University Savvas Papagiannidis, Newcastle University Shirley Coleman, Newcastle University Natalia Yannopoulou, Newcastle University	WIP
09:00-10:30 11th December 2019: Parallel Paper Sessions 4				

Track 19		Assessing a Business Software Application using Strategic IT Alignment Factors: A New Way for IS Evaluation?	*Steve Berberat, University of Applied Sciences Western Switzerland (HES-SO) Cédric Baudet, University of Applied Sciences Western Switzerland (HES-SO)	Full
Topic: Strategies and models of electronic business	52			
Chair: Steve Berberat	33	MARKETING STRATEGY OF ORGANIC AGRICULTURAL PRODUCTS ON E-COMMERCE PLATFORMS	Tongyu Xiao, Nanyang Technological University Chong Guan, Singapore University of Social Sciences *Wenting Liu, Singapore University of Social Sciences	Abstract
(Hilton Meeting Room 3)	66	Digital Business Strategy: An Empirical Analysis of Mission statement content and Financial Performance	*Fotis Kitsios, University of Macedonia Timoleon Delimpasis, University of Macedonia Maria Kamariotou, University of Macedonia	Full
Track 20		Factors Affecting Continuance Intention of Mobile Government Services	*Thamer Alshammari, Monash University Chris Messom, Monash University Yen Cheung, Monash University	WIP
Topics: New technology acceptance, adoption and diffusion	54			
Knowledge management and sharing	61	An Examination of Barriers to the Adoption of Smart Living Services. A Case Study of the Madinah Development Authority	*Fayez Alharbi, University College Cork John McAvoy, University College Cork Simon Woodworth, University College Cork	Full
Chair: Thamer Alshammari	78	An Investigation on Innovation Barriers in Manufacturing Firms	A B M Munibur Rahman, Wuhan University of Technology Yuanjian Qin, Wuhan University of Technology *A S M Towhid, Wuhan University of Technology	Full
(Hilton Meeting Room 4)				
Track 21		Evaluating IT alignment and performance in SMEs using Multivariate Regression Analysis	*Maria Kamariotou, University of Macedonia Fotis Kitsios, University of Macedonia	Full
Topic: Strategies and models of electronic business	67			
Chair: Maria Kamariotou	71	Comparative Study of Business Models of Ridesharing Platforms in Lithuania	*Elena Vitkauskaitė, Kaunas University of Technology Eglė Vaičiukynaitė, Kaunas University of Technology	Abstract
(Hilton Meeting Room 8)	63	Implementing Industry 4.0: Exploring the literature in a systematic way using text mining	*Hamed Nayernia, Newcastle University Savvas Papagiannidis, Newcastle University Hanna Bahemia, Newcastle University	WIP

Track 22		Supplier Concentration, Ownership Type and Trade Credit Financing: Based on the empirical evidence of Manufacturing industry Listed Companies in China	*Yaqin Dou, Nanjing Institute of Technology Qiming Zheng, Nanjing Polytechnic Institute Sijia Chen, Nanjing Institute of Technology	Full
Topic: Blockchain and smart technologies	102			
Chair: Yaqin Dou	86	The Blockchain Role in Data Trust and Privacy From Millennials To Cyborgs	Hamid Jahankhani, Northumbria University *Stefan Kendzierskyj, Cyfortis	Full
(Board Room)	91	Dissatisfaction with Smart Home Technologies	*Davit Marikyan, Newcastle University Savvas Papagiannidis, Newcastle University Eleftherios Alamanos, Newcastle University	Abstract
Track 23		Digital Transformation through Enterprise Systems: A Variance Model Linking the Drivers of Business Value and the Value Created from Enterprise Systems	*Prithvi Bhattacharya, Higher Colleges of Technology	Full
Topic: Digital transformations in enterprises	4			
Chair: Prithvi Bhattacharya	89	Application Status and Development Suggestions of Internet Personal Credit Investigation	*Liuyang Li, University of International Business and Economics Jin Chen, University of International Business and Economics	Full
(Hilton Meeting Room 1)	88	Analysis of The Interactive Strategy of Micro-blog for Leisure Food Enterprises	Hongxing Lan, Sichuan Agricultural University Lai Xue, Sichuan Agricultural University Yangyang Long, Sichuan Agricultural University Zhiyi Meng, Sichuan Agricultural University *Xu Zu, Sichuan Agricultural University	Full
Track 24		Automatic Help System with Voice Input for Passengers of Drop Taxi	*Qiaojuan Huang, Guangxi Normal University Xudong Luo, Guangxi Normal University	Abstract
Topic: Artificial Intelligence and its applications	83			
Chair: Lijun Xu	85	Artificial Intelligence and Business Management: A Scientometric Analysis using CiteSpace	*Rui Qiu, Sichuan University Shuhua Hou, Sichuan University Zhiyi Meng, Sichuan University	Full
(Hilton Meeting Room 6&7)	87	An Investigation into the use of a blockchain based payment interface with the Business World ERP product	Hamid Jahankhani, Northumbria University David Evans, Northumbria University *Stefan Kendzierskyj, Cyfortis	Full

	98	Research Review on Artificial Intelligence Technology to Provide Design of Man-machine Interaction in Industry and Product Design	*Lijun Xu, Nanjing Institute of Technology Shengfeng Qin, Northumbria University Peng Wang, Nanjing Institute of Technology Xiang Chen, Jiangnan University	Full
11:00-12:00 11th December 2019				
Workshop: “Artificial Intelligence with Python” All are welcome to join this workshop (Hilton Meeting Room 6&7)				

Conference Information

We hope you are looking forward to ICEB2019 in a few days' time! Please find below some useful information about the conference and Newcastle.

Registration & Welcome Reception

Registration for the main conference opens at 14.00 on Sunday 8th of December and will be open during the conference each day. Please come to the registration desk to collect your badge.

The welcome reception will take place on the 8th 17.00-19.00 at the Hilton Executive Lounge.

Conference Venue

The main ICEB2019 conference will take place at the Hilton Newcastle Gateshead, Bottle Bank, Gateshead NE8 2AR- 0191 490 9700. The hotel is next to the iconic Tyne Bridge.

Airport Transportation

If you are flying to Newcastle you can use the Metro to reach the City Centre. Alternatively you can use Arrow Taxis (pre-pay at the desk so that you can book the taxi) for a fixed fee or use Uber.

Presentation times

We have allocated 20-25 mins for each presentation plus 5 mins for QA. Please ensure that you stick to the times. Audiovisual facilities will be made available.

No shows

Please note that all presenters are expected to present their work either in person or via Skype/Wechat. 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.

Wifi

Wifi is included complimentary for you and delegates can access it by choosing Wifi connection: Hilton Honors and Promotional code will be :NCLHI

On-line Conference Program & Papers

We are aiming to undertake a sustainable conference. Please visit our website <http://iceb2019.johogo.com/> to plan your attendance, access the program and the conference papers.

Dietary Requirements

If you have any dietary requirements or allergies please let us know by 7th of December so that we can inform the Hotel.

Certificate of Attendance

The 19th International Conference on Electronic Business, Newcastle Upon Tyne, United Kingdom, 8-12 December 2019

If you require a certificate of attendance please email us. Certificates will be prepared so that you can collect them from the registration desk.

Gala Dressing Code

The dressing code for the Gala dinner is business formal.

The ICEB19 Organising Team

Hotel Map & Layout



Hilton Newcastle Gateshead Bottle Bank Newcastle Upon Tyne NE8 2AR