

The 14th Wuhan International Conference on E-Business (WHICEB2015)

An AIS Affiliated Conference



Wuhan, P. R. China, June 19-21, 2015

<http://www.whiceb.com/>



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- ✦ The Center for International Cooperation in E-Business(CICEB), China University of Geosciences, Wuhan, China
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CALL FOR PAPERS

Important Dates

Submission deadline for full manuscript: **January 25, 2015**
Acceptance announcement: **March 5, 2015**
Deadline for final camera-ready paper: **March 25, 2015**
Registration deadline: **March 25, 2015**
Conference date: **June 19-21, 2015**



The annual Wuhan International Conference on E-Business (WHICEB) promotes intellectual research and facilitates academic and corporate networking in e-business and relevant fields.

WHICEB is held annually in May, and is widely recognized in the region and beyond as an excellent and fascinating academic conference. We have successfully held thirteen conferences in the past since 2000. We welcome paper submissions from different aspects of business and from different disciplines. Topics listed below are suggested but not limited to:

- **E-Business management in organization Topics:** E-Business strategy, E-Business impacts across organizations, Economic models for e-business value, IT-enabled entrepreneurship in e-business, Co-evolution of business and IT strategy in dynamic environment, Web-based marketing and mobile marketing, Enterprise Web 2.0, etc.
- **IT/IS technology for e-business Topics:** Big data for enabling e-business, Workflow tools for e-business, Services computing in e-business, Cloud computing, Distribution logistics systems for e-business operations, etc.
- **Knowledge Management and Business Intelligence Topics:** knowledge and decision supported E-health, Knowledge management processes and structures in big data environment, Development and use of KMS, Capturing and sharing knowledge in social networks, BI systems and collaborative business, etc.
- **Human Behavior and social impacts on e-business Topics:** Human and social factors in e-business and IS adoption and diffusion, Online purchase intention in social commerce, The social and behavioral impacts in virtual world, Policies & regulations in e-commerce market, etc.
- **Innovation Management and IT business value Topics:** ICT-enabled process innovation, IT outsourcing-enabled business, IT business value in information goods and digital marketplaces, Value-generating and transformative roles of IS, IT applications Innovation in finance management, etc.
- **Emerging Operations and Services Management Topics:** Green supply chain management, Distribution logistics service, Customer relationship management, Digital value co-creation with customers, Role of digital technology in service innovation, etc.
- **Other open track topics are invited**

Conference proceedings will be listed in Conference Proceedings Citation Index-Science/Social Science & Humanities (CPCI-S or CPCI-SSH).The proceedings will also be available at **AIS eLibrary**(<http://aisel.aisnet.org/whiceb/>).

Selected best papers published in the proceeding will be recommended to **SSCI/EI International journals:** *Electronic Commerce Research and Applications, Electronic Markets, Electronic Commerce Research, International Journal of Networking and Virtual Organizations*, and etc.



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