



CALL FOR PAPER

The Sixteenth Wuhan International Conference on E-Business

An AIS Affiliated Conference

Wuhan, P. R. China, May 26- 28, 2017

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

Background: The annual Wuhan International Conference on E-Business (WHICEB) is an AIS affiliated conference which cover e-business related topics. Wuhan International Conference on E-Business holds annually in May, and is widely recognized in the region and beyond as an excellent and fascinating academic conference. We have successfully held fifteen WHICEB conferences in the past since 2000. Previous conferences have successful evidences at promoting intellectual research and facilitates academic and corporate networking in e-business and relevant fields.

16th WHICEB will be held in Wuhan, P. R. China from May 26 to 28, 2017. This conference aims at presenting innovative initiatives, solutions and approaches to making the Internet a productive and efficient alternative for the new eWorld. As emerging digital environments generate new ways of communication and interaction between individuals, organizations and societies we need to examine the structures, processes and operations to ensure our migration to a more reliable eWorld. We also have to identify entrepreneurial opportunity of e-business and to help enterprises for the challenges ranging from technological to behavioral issues, from marketing to privacy issues, from effectiveness to security issues. Moreover, it is essential that managers, employees and citizens take actions at both the macro and the micro levels; our discourse focuses on designing suitable organizational configurations, effective and efficient processes, new kinds of products and services, and necessary infrastructures and technologies. In this global world, we need to leverage technologies and manage processes of services and products for the e-business.

Paper Submission: We welcome two types of submissions (completed research papers, and research-in-progress papers) from different aspects of business and from different disciplines. Conference proceedings will be listed in the Conference Proceedings Citation Index- Science/Social Science & Humanities (**CPCI-S** or **CPCI-SSH**, former the Index to Scientific & Technical Proceedings® (ISTP) or in the Index to Social Sciences and Humanities Proceedings® (ISSHP)). The proceedings will also be available at AIS eLibrary (<http://ais.site-ym.com/?AISeLibrary>).

International Journal Recommendation: Selected best papers from the proceeding will be recommended to the following international academic journals/special issues: Electronic Commerce Research (SSCI), Electronic Commerce Research and Applications (SSCI), Electronic Markets-The International Journal on Networked business (SSCI), International Journal of Information Systems and Change Management (EI & Scopus), International Journal of Information Technology and Management (EI & Scopus), International Journal of Services Technology(EI & Scopus) and Management, International Journal of Networking and Virtual Organizations (EI & Scopus), The Journal of Virtual Worlds Research, etc.

Important Dates

Submission deadline for track proposal:	October 10th, 2016
Easychair system open for submission:	November 1st, 2016
Submission deadline for full manuscript:	December 31th, 2016
Acceptance announcement:	March 1st, 2017
Deadline for final camera-ready paper:	March 15th, 2017
Registration deadline (accepted paper):	March 15th, 2017
Conference date:	May 26th-28th, 2017

Conference Tracks

1. Digital platforms: strategies and governance

- Economics of multi-sided platforms
- Strategies of platform owners
- Strategies of supply-side firms in platform ecosystems
- Platform governance and coordination
- Regulation and policies regarding platform-centered ecosystems or industries
- Platform openness in different industrial contexts
- Other topics related to digital platform

Track Co-Chairs

[Nianxin Wang](#), Associate Professor, Department Chair, China

[Xing Wan](#), Associate Professor, Director of Department of Business Administration, China

2. Omnichannel Business

- Omnichannel strategies and business models
- Value creation and capturing in omnichannel businesses
- Effects of innovative technologies (e.g., social media, mobile devices, context-aware computing applications, in-store digital solutions and wearable technologies) on omnichannel businesses
- Omnichannel retailing and shopper behavior
- Social commerce
- Pricing, promotion, marketing, brand building in channel integration
- Supply chain management and operation management in omnichannel business
- Data analytics in omnichannel businesses
- Consumer engagement and satisfaction in omnichannel business
- Service quality in omnichannel business
- Supply chain redesign with "buy-online-pick-up-in-store" "showrooming" etc.
- Consumer migration and choice across channels
- The impact of free-riding or showrooming behavior on retailing
- Omnichannel supply chain coordination

Track Co-Chairs

[Yi Wang](#), Professor, Southwestern University of Finance and Economics, China

[Yongmei Liu](#), Professor, Central South University, China

[Si Shi](#), Lecturer, Southwestern University of Finance and Economics, China

3. Digital Innovation

- How do digital technologies facilitate firms to acquire or create new ideas and knowledge (e.g., knowledge production, and crowdsourcing of ideation)?
- How do digital technologies supports firms in new product development processes (e.g., computer-aided design, digital features, and prototyping test)?
- How do digital technologies enables firms to offer new services or considerably improve the quality of service offerings?
- How do digital technologies are used to develop new business models and change the competitive landscapes in an industry?
- New methodologies that are suitable for digital innovation research

Track Co-Chairs

[John Qi Dong](#), Associate Professor, University of Groningen, Netherlands

[Chia-Han Yang](#), Associate Professor, National Cheng Kung University, Taiwan

4.E-business in agricultural and rural area

- Consumer behavior in rural e-business
- Supply chain management of agro-product
- E-business model of fresh agro-product
- Mobile commerce in rural area
- Social commerce in agricultural product
- The development of e-business village

- Food safety management in agro-product e-business
- Agile/Smart agriculture and IOT
- Tracking and traceable system in food supply chain

Track Co-Chairs

[Dehua He](#), Associate Professor, College of Economics & Management, Huazhong Agricultural University, China

[Jiabao Lin](#), Professor, College of Economics & Management, South China Agricultural University, China

5.Information Technology Project Management

- IT project success and metrics
- Knowledge networks in projects
- Virtual project management
- Distributed project management
- Agile project management
- IT project management methodologies
- IT project management practices and standards
- IT project leadership
- IT project quality metrics
- Multidisciplinary researches related to IT project management

Track Co-Chairs

[Xiaobo \(Bob\) Xu](#), Associate Professor, The American University of Sharjah, Sharjah, UAE

[Weiyong Zhang](#), Associate Professor, Old Dominion University, VA, USA

6.Social media in the workplace

- Social media and workplace relationship
- Social media and information security
- Social media and human resource management
- The role of social media in work-related communication and collaboration
- The relationship between social media and knowledge management in the workplace
- The effects of social media on workforce productivity, innovativeness, and effectiveness
- Work-life balance in workplace enabled by social media
- New organizational work issues arising from the use of social media in the workplace
- Positive and negative sides of using social media at workplace
- New theories and methodologies to describe and explain the phenomenon of using social media in workplace

Track Co-Chairs

[Hefu Liu](#), Associate Professor, University of Science and Technology of China, China

[Qian Huang](#), Associate Professor, University of Science and Technology of China, China

7.Emerging Issues in E-Business

- Cutting-edge technologies (such as big data, clouding, virtual or augmented reality, etc.) in e-Business
- Novel business models (such as sharing economy, social commerce, crowdsourcing, etc.) in e-Business
- Impact and value of e-Business on our society's grand challenges (such as energy or food security, environmental change, health and well-being, etc.)
- Conducting e-Business research in a novel and interesting way, either from theoretical or methodological perspectives
- Other emerging issues in e-Business

Track Co-Chairs

[Zhongyun \(Phil\) Zhou](#), Associate Professor, School of Economics and Management, Tongji University, China

[Xiao-Ling Jin](#), Associate Professor, School of Management, Shanghai University, China

[Xiao-Liang Shen](#), Associate Professor, Economics and Management School, Wuhan University, China

[Yongqiang Sun](#), Associate Professor, School of Information Management, Wuhan University, China

8.The Adoption and Resistance of Disruptive Information Technologies

- New theory and perspective for the adoption and diffusion of disruptive information technologies
- State of the art and new business models using disruptive information technologies

- Success and failure factors of augmented/virtual reality applications and games
- Big Data-driven services
- Issues on emerging medical information technologies
- Legal and political issues of disruptive information technologies
- Diffusion barriers of self-driving cars
- Financial Technology (FinTech) services
- Individual, business and social Impacts of disruptive technologies
- The benefits and risks of adopting cloud computing services
- Cross cultural issues related to disruptive information technologies
- The role of disruptive information technologies in creating and sustaining business ecosystems

Track Co-Chairs

[Younghoon Chang](#), Assistant Professor, Division of Business and Management, BNU-HKBU United International College, Korean (South)

[Hwansoo Lee](#), Research Assistant Professor, Interdisciplinary Graduate Program in IT LAW, Dankook University, Korean (South)

[Shan Wang](#), Associate Professor, Edwards School of Business, University of Saskatchewan, Canada

9.eHealth and Wellness

- Internet and networked solutions for superior healthcare delivery.
- Evaluation of mobile Apps.
- Mobile health solutions and Meaningful Use.
- Techniques such as genetic algorithms and machine learning to address privacy, security and data accuracy issues with mobile apps.
- Safety guidelines and principles.
- Technology use to better manage healthcare data/information/knowledge.
- EMRs and physician/clinician portals and how they integrate mobile devices.
- The management of information and knowledge in integrated mobile healthcare systems.
- Design, development, adoption and diffusion of eHealth applications.
- Designing healthcare organizations, systems and processes to incorporate eHealth solutions.
- Mobile solutions for chronic disease management.
- Mobile solutions in developing countries.
- eHealth and emergency and disaster relief.
- Serious games and mobile devices.
- Wearable device applications.
- Apps to assist learning for both patients and medical professionals.
- Evaluation and assessment of eHealth solutions.

Track Co-Chairs

[Doug Vogel](#), Professor, Harbin Institute of Technology, China

[Nilmini Wickramasinghe](#), Professor, Epworth HealthCare & Deakin University, Australia

10.Emerging Operations and Services Management

- Customer relationship management in operations & service
- Inter-organization cooperation and management
- Supply chain integration and agility
- Marketing service and brand satisfaction
- Service and value co-creation
- Service economics and risk management
- Digital value co-creation with customers
- Service requirements analysis
- Customer-centered operations management
- Financial supply chain innovation
- Other topics about operations and services management

Track Co-Chairs

[Juergen Seitz](#), Professor, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany

[Wilfred V. Huang](#), Professor, Alfred University, USA

11. Social Network and Commerce

- Business model innovation based on social network
- Motives behind consumer behavior in social commerce, e.g., response to marketing/promotion strategies, privacy issues...
- Value co-creation by consumer, enterprise and social media
- Trust building and transferring in social networks
- Theory and analysis of online and offline social networks
- Information sharing, dissemination and diffusion
- Digital interactions and collaboration in social networks
- Content analysis and understanding in social networks
- Development and use of social media analytics in commerce contexts (e.g. design science approaches, the computational turn; big data methods)

Track Co-Chairs

[Yaobin Lu](#), Professor, Associate Dean, Huazhong University of Science & Technology, China

[Jiang Wu](#), Professor, Wuhan University, China

[Ling Zhao](#), Associate Professor, Huazhong University of Science & Technology, China

12. Health Services and Applications

- Adoption, diffusion and assimilation of health services and applications
- Safety, security and privacy of health services and applications
- Tired health service delivery
- Customer value of health services and applications
- Health information seeking behavior
- Standardization of health services and applications
- 5. Big data innovation in health industry
- Impacts of big data on health services providers, patients and governors
- Clinical, public health and genomic data integration
- Public and global health
- Medical informatics
- Smart health
- Enlarged health
- Healthcare analytics

Track Co-Chairs

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[Shan Liu](#), Professor, Associate Director of Shaanxi Engineering Research Center of Medical and Health Big Data, School of Management, Xi'an Jiaotong University, China

13. Research on Business, Consumer and Social Insights: A Data Analytics Research Development (ECRA Journal Special track)

- Innovative scientific approaches to improve the methodologies for insight-driven data processing and analytics, for example, unstructured text mining and deep machine learning; large-scale network data and visual analytics (on traffic, social media, congestion, housing, etc.); explanatory statistics and econometrics.
- Business and public policies that tackle the 'dark side' of big data, for example, information leakages, information fraud, privacy infringement, cybersecurity violation, and related topics — with some empirical analysis involved.
- Sustainability of innovative business models for online healthcare, Internet finance and fintech innovations, online selling and education, group-buying, smart city management, transportation, crowdfunding, and other areas.
- Data analytics that cut across business and public policy areas, including urban management and sustainability, air quality and pollution, and congestion, population and quality of life — all reflecting some of the newest smarter nation issues that data analytics address.

Track Co-Chairs

[Qihong Wang](#), Assistant Professor, Singapore Management Univ., School of Information Systems, China

[Kanliang Wang](#), Professor of Mgmt Sci and Engineering; Associate Dean, Renmin University, China

[Chee Wei Phang](#), Professor, Fudan University, China

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The Journal of Virtual Worlds Research

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