



## CALL FOR PAPER

### The 17th Wuhan International Conference on E-Business

An AIS Affiliated Conference

Wuhan, P. R. China, May 25- 27, 2018

<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 sixteen 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.

17<sup>th</sup> WHICEB will be held in Wuhan, P. R. China from May 25 to 27, 2018. This conference aims at providing a platform for academics and practitioners to identify and explore the 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 new 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 Technology and Management (EI & Scopus), International Journal of Services Technology(EI & Scopus) and Management, International Journal of Networking and Virtual Organizations (EI & Scopus), etc.

#### Important Dates

<b>Submission deadline for track proposal:</b>	<b>October 10th, 2017</b>
<b>Easychair system open for submission:</b>	<b>November 10th, 2017</b>
<b>Submission deadline for full manuscript:</b>	<b>January 10th, 2018</b>
<b>Acceptance announcement:</b>	<b>March 5st, 2018</b>
<b>Deadline for final camera-ready paper:</b>	<b>March 25th, 2018</b>
<b>Registration deadline (accepted paper):</b>	<b>March 25th, 2018</b>
<b>Conference date:</b>	<b>May 25th-27th, 2018</b>

## Conference Tracks

### 1. Cross-border e-Commerce Initiatives under China's Belt and Road Initiative (BRI)

#### ECR special issue track

1. The success of cross-border e-commerce (focusing on both buyers and seller's perspectives)
2. The policies and cross-border e-commerce
3. Mobile technologies and cross-border e-commerce
4. Logistics and cross-border e-commerce
5. Privacy- and security-related issues in cross-border e-commerce
6. Service and cross-border e-commerce
7. Localization related issues in cross-border e-commerce
8. Cross-cultural issues in cross-border e-commerce
9. Other emerging issues in cross-border e-commerce

#### Track Co-Chairs

[J. Christopher Westland](#) Information & Decision Sciences, University of Illinois – Chicago, USA

[Rong Du](#) School of Economics and Management, Xidian University, China

[Jian Mou](#) School of Economics and Management, Xidian University, China

[Jin Li](#) School of Economics and Management, Xidian University, China

### 2. Virtual Teams in Information Technology Project Management

1. Virtual teams in IT project management
2. Social network usage in IT project management
3. Knowledge sharing in IT project management
4. Cloud computing for IT project management
5. Agile project management
6. IT project management methodologies
7. IT project management practices and standards
8. IT project success and metrics
9. IT project leadership and quality metrics
10. Multidisciplinary researches related to IT project management

#### Track Co-Chairs

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

[Weiyong Zhang](#) The American University of Sharjah, Sharjah, UAE

### 3. Emerging Issues in E-Business

1. Cutting-edge technologies (such as big data, cloud computing, VR/AR, FinTech, Blockchain, AI, face recognition, immersive systems, etc.) in e-Business
2. Novel business models (such as sharing economy, social commerce, crowdsourcing, etc.) in e-Business
3. Impact and value of e-Business on our society's grand challenges (such as energy or food security, environmental change, health and well-being, poverty, etc.)
4. Conducting e-Business research in a novel and interesting way, either from theoretical or methodological perspectives
5. Other emerging issues in e-Business

#### Track Co-Chairs

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

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

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

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

#### 4. Big Data and Business Analytics

1. Business value of big data
2. Innovation from business analytics
3. Data mining and text mining
4. Social media analytics and crowdsourcing
5. Mobile analytics and omnichannel business

##### Track Co-Chairs

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

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

#### 5. e-Service & e-Customer experience in 21st century China

1. Relationship management and marketing of Chinese e-businesses – current best practice;
2. The place, role and benefits of e-control of Chinese e-customers;
3. The effects of control on e-Customer experiences;
4. The effects of e-Service provision & e-Customer experience on Chinese e-commerce

##### Track Co-Chairs

[Edward Kasabov](#) University of Exeter; University of Huddersfield; AIM / Advanced Institute of Management Research London, England

[Alexander Warlow](#) Institute of Direct and Digital Marketing, England

#### 6. Crowdsourcing, Co-creation & Social Innovation

1. Crowd intelligence and collaboration in IT innovation
2. Crowdsourcing, opensourcing and open innovation
3. Citizen science and collective creativity
4. The sharing economy and co-creation
5. Social innovation and collective intelligence
6. Leveraging wisdom of crowds to solve the data-driven problems
7. Use of social media for citizen science participation
8. Mixed methods for understanding social media collaboration
9. Collaboration-enabled business models
10. Virtual collaboration and techniques in various contexts (e.g., group, organization, social)

##### Track Co-Chairs

[Yuxiang \(Chris\) Zhao](#) School of Economics and Management, Nanjing University of Science & Technology, China

[Jian Tang](#) School of Information, Central University of Finance and Economics, China

#### 7. Changing Consumers in the Digital World

1. Study on consumer's emotions, decision making and behavior changing influenced by the mobile marketing.
2. Precision marketing information delivery methods and application.
3. Integrating insights from consumers and behavioral theory into big data marketing.
4. Consumer decision making process and behavior changes influenced by the wearables, monitoring devices and biometrics.
5. Consumers' different consideration and evaluation on brand's multi-channel communication environments or on different devices or screens.

##### Track Co-Chairs

[Guoxin Li](#) School of Management, Harbin Institute of Technology, China

## 8. Social Network and Commerce

1. Business model innovation based on social network
2. Motives behind consumer behavior in social commerce, e.g., response to marketing/promotion strategies, privacy issues...
3. Value co-creation by consumer, enterprise and social media
4. Trust building and transferring in social networks
5. Theory and analysis of online and offline social networks
5. Information sharing, dissemination and diffusion
6. Digital interactions and collaboration in social networks
7. Content analysis and understanding in social networks
8. Evolution and Complexity of social network
9. 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](#) Huazhong University of Science & Technology, China

[Jiang Wu](#) Wuhan University, China

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

## 9. Social media in the workplace

1. Social media and workplace relationship
2. Social media and human resource management
3. The role of social media in work-related communication and collaboration
4. The role of social media in supply chain
5. The relationship between social media and knowledge management in the workplace
6. The effects of social media on workforce productivity, innovativeness, and effectiveness
7. Work-life balance in workplace enabled by social media
8. Positive and negative sides of using social media at workplace
9. New theories and methodologies to describe and explain the phenomenon of using social media in workplace

### Track Co-Chairs

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

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

## 10. Enterprise social media

1. Innovation in enterprise social media
2. Social media adoption strategy and approaches among organizations
3. Business value and organizational impacts of enterprise social media
4. Behavioral issues in enterprise social media
5. Impacts of enterprise social media on employees and teams
6. Dark sides of enterprise social media

### Track Co-Chairs

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

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## 11. E-business strategy with data driven

1. WOM strategy and online review effectiveness
2. Online product strategy and diversified users
3. Advertising/promotion strategy of diversified firms in online market
4. Firm's innovation strategy in e-business platform market
5. The relationship of firm performance and big data application
6. The difference of advantage and less advantage firms in e-business market
7. Platform traffic strategy
8. Competitive and cooperative policy design in sharing economy
9. Theory and analysis of big data in e-business market
10. How to integrate online and mobile marketing strategies of e-business firms

### Track Co-Chairs

[Liping Qian](#) Chongqing University, China

[Xingyao Ren](#) Nankai University, China

[Xiaoling Li](#) Chongqing University, China

## 12. User behavior and personalized service

1. User behavior and user preference
2. User model in personalized service
3. User behavior in mobile commerce and mobile marketing
4. User behavior in social commerce
5. Precision marketing
6. Personalized recommendation
7. Personalized service and user privacy

### Track Co-Chairs

[Weijun Wang](#) Central China Normal University, Key Laboratory of Adolescent Cyberpsychology and Behavior of Ministry of Education in China

[Chunmei Gan](#) School of Information Management, Sun Yat-sen University, China

## Conference Committee

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Baden-Wuerttemberg Cooperative State University Heidenheim, Heidenheim, Germany  
College of Business, Alfred University, Alfred, New York, USA

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### **Sponsoring journals (alphabetical order)**

Electronic Commerce Research (SSCI index)

Electronic Commerce Research and Applications (SSCI index)

Electronic Markets-The International Journal on Networked business (SSCI index)

International Journal of Information Technology and Management (EI index)

International Journal of Networking and Virtual Organizations (EI index)

International Journal of Services Technology and Management (EI index)

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