



# 第十七届武汉电子商务国际会议

2018年5月25日—27日 中国·武汉·

## 会议通知

**会议背景：**武汉电子商务国际会议是国际信息系统协会附属会议(An affiliated conference of the Association for Information Systems, AIS)，从2000年至今已经成功举办十六届，并成为一个促进和发展全球电子商务研究，推动交流与合作的学术年会。

当前，平台化和社交化的商务创新快速推动着电子商务实践的发展，并创造了大数据和智能应用的商务情景。第十七届武汉电子商务国际会议将于2018年5月25-27日召开，通过汇集数字化平台和社交情境中的电子商务、信息技术以及服务、营销和运作管理变革等领域的新思想和新发现，激励学术研究和企业实践的蓬勃发展。年会旨在IS领域展现创新性的科学研究成果，促进跨学科的研究发现，分享不同国家和地区的经验。

**征文类型：**研究论文(Completed Research Papers)和研究进展(Research-in-Progress Papers)都可以提交，在研究方法上欢迎采用案例、建模、实证、现场，问卷调查或实验研究方法完成的研究成果。会议语言为英语，会议期间举办多个研讨会和论坛。AIS eLibrary (<http://aisel.aisnet.org/>)将全文收录本届会议论文。从第三届会议开始，论文集均被CPCI-S或CPCI-SSH检索，本届会议论文集除了提交到ISI申请CPCI-S或CPCI-SSH检索。

**国际期刊推荐：**本届会议将在论文匿名评审的基础上，挑选部分优秀论文经扩展并评审后，在多个国际期刊出版，包括《Electronic Commerce Research and Applications》(SSCI检索)、《Electronic Markets-The International Journal on Networked business》(SSCI检索)、《Electronic Commerce Research》(SSCI检索)、《International Journal of Mobil Communications》(SSCI检索)、《International Journal of Services Technology and Management》(EI检索)、《International Journal of Networking and Virtual Organizations》(EI检索)等。

### 重要日期：

Track 征集截止时间：2017年10月10日

投稿系统开放时间：2017年11月10日

提交论文截止期：2018年1月10日

论文录用通知：2018年3月5日

提交最终出版论文的截止期：2018年3月25日

会议注册：2018年3月25日(被录用论文作者注册截止期)

会议召开日期：2018年5月25日-27日

# 投稿专题

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

### *Electronic Commerce Research 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

[Jiaoju Ge](#) School of Economics and Management, Harbin Institute of Technology (Shenzhen), 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

[Yang Chen](#) Southwestern University of Finance and Economics, China

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

### **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**

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

#### **征文要求：**

1. **领域和篇幅：**投稿论文为英文论文且为未公开发表过的研究成果，应与列出的 Track 主题对应。为了增加更多的国际期刊发表机会，减少后续扩写压力，建议作者提交精炼且优质的交流论文，**篇幅建议 7-8 页**（含参考文献，最终页数以实际出版页数为准，超过 8 页按照每页 600 元收取加页费用）。

2. **格式要求:** 严格按照论文格式要求撰写和提交论文 (具体要求见会议提交指南页面, 文献控制在 20 篇以内), 通过会议网站的网上投稿系统提交论文, 会议网址:  
<http://www.whiceb.com>。
3. **论文注册:** 为保证被录用的论文收录进会议论文集, 并至少一位作者到会宣读, 被录用论文作者请务必在 2017 年 3 月 25 日之前完成注册。

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**协办期刊:**

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)  
International Journal of Networking and Virtual Organizations (EI)  
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