

Welcome to ICEB 2024 - The 24th Conference
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The 24th International Conference on Electronic Business
Theme: "AI-Generated Content and Human-AI Collaboration"

October 24-28, 2024, Thursday to Monday
Conference venue at [BNU-HKBU United International College, Zhuhai, China](https://fbm.uic.edu.cn/iceb/)
<https://fbm.uic.edu.cn/iceb/>
<https://iceb2024.johogo.com/>

Paper submission is due on ~~June 15~~, **June 30, 2024**

The International Conference on Electronic Business (ICEB) is an affiliated conference of Association of Information Systems. It brings together leading Electronic Business (EB) scholars in Asia and around the world to present cutting-edge research and exchange intellectual ideas. The conference is held under the supervision of The International Consortium for Electronic Business (<http://icebnet.org/>) editorial board and is the top academic Electronic Business conference in the world.

The 24th International Conference on Electronic Business will be hosted by the [Beijing Normal University-Hong Kong Baptist University United International College \(BNU-HKBU UIC\)](#), Zhuhai, China jointly with the support of [Faculty of Business and Economics, University of Hong Kong \(HKU\)](#), S.A.R. China and co-sponsored by the [International Consortium for Electronic Business](#), *Journal of Business and Management*, and *International Journal of Electronic Business*.

The Conference will be held physically by BNU-HKBU UIC on October 24-28, 2024, Thursday to Monday. The theme of this year's conference is "**AI-Generated Content and Human-AI Collaboration**". All participants must attend the conference on site this year.

The emergence of ChatGPT stands at the forefront of a technological renaissance, reshaping the landscape of content creation, distribution, and interaction. As we witness AI systems creating sophisticated and nuanced content from writing articles to composing music, it is demonstrated that AI's capabilities are expanding into realms once considered exclusive to human intellect and creativity. The remarkable advancement in AI-Generated Content (AIGC) has showcased a myriad of transformative potential across various fields such as journalism, entertainment, marketing, and education. This theme seeks to explore how AIGC is not only automating content production but also personalizing user experiences, optimizing communication strategies, and providing scalable solutions for content demand. Besides, the integration of AIGC into the workforce prompts a reevaluation of human roles and collaborations with AI. This induces both challenges and opportunities in human-AI partnership. Ethical considerations, intellectual property rights, and the authenticity of AI-generated content are among the critical issues to be addressed. Concurrently, AIGC offers opportunities for democratizing content creation, broadening access to information, and fostering innovation. Thus, our theme this year not only seeks to investigate the shift in the nature of work, as humans learn to co-create with AI, leveraging its capabilities to enhance productivity and creativity, but also encourages a balanced discourse on the positive and negative sides in Human-AI collaboration.

The purpose of this conference is to provide a forum for scholars and experts to discuss the theory and technology of precision analytics, and to give suggestions for the direction of future research and application. The topics of interest include, but are not limited to:

1. AI and its applications
2. Big data analytics and precision analytics
3. Blockchain and FinTech
15. Human computer interaction
16. IS innovation, adoption and diffusion
17. IT ethics and data governance

4. Collaborative commerce and sharing economy
5. COVID pandemic e-business issues
6. Cross-border e-commerce
7. Digital collaborations
8. Digital marketing and consumer behavior
9. Digital transformations and innovation
10. E-business cultural and social issues
11. E-business education and e-learning
12. E-business strategies and models
13. E-entrepreneurship and innovations
14. E-healthcare and gerontechnology
18. Knowledge management and sharing
19. New technology adoption and diffusion
20. Security and privacy issues
21. Smart cities and Internet of Things
22. Smart homes and smart technologies
23. Social media and social computing
24. Supply chain management and e-logistics
25. Virtual communities and social commerce
26. Web mining and recommendation systems
27. Other related issues

EasyChair online submission is at <https://easychair.org/conferences/?conf=iceb2024>

Please check the [Important Dates](http://iceb2024.johogo.com/important_dates.php) on the website at http://iceb2024.johogo.com/important_dates.php.

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