

ICEB 2024 Conference Program Rundown

Note: full presentation: 30 minutes (including Q&A)
 short presentation: 15 minutes (including Q&A)

Date: Thursday 24 October 2024

Time	Event	Details
4:00 pm-6:00 pm	ICEB Board Meeting (Invitation only)	Council Chamber, Administration Building
6:00 pm-8:00 pm	ICEB Board Dinner (invitation only)	Faculty Club, Administration Building

Date: Friday, 25 October 2024

Time	Event	Details
9:00 am~5:30 pm	Registration	Administration Building Lobby
9:00 am~5:00 pm	ICEB Doctoral Consortium	Cultural Creativity Clusters
5:30 pm~7:00 pm	ICEB Doctoral Consortium Dinner	Venue to be confirmed
2:00 pm - 4:00 pm	Workshop 1	Professor Harry Wang on "How to Build AI Agentic Workflow and Multi-Agent Simulation"
2:00 pm~3:30 pm	Paper Presentation Sessions	Session 1: <ol style="list-style-type: none"> 1. (ID: 46; full presentation) Kun Tian and Jing Xin "The Role of AIGC Simulation Environments in Enhancing E-commerce Skills: A Study Based on Cognitive Load Theory" 2. (ID: 21; full presentation) Eldon Y. Li and Anila Jan "What You See Isn't What It Is: Understanding the Impact of Smartphones on Interpersonal Connections" 3. (ID: 81; full presentation) A.B.M. Munibur Rahman, Arnab Paul, Zhan Zhan and Mohammad Abir Shahid Chowdhury "The Influence of AI Innovation on Economic Performance A Panel Data Analysis on BRICS Countries"
		Session 2: <ol style="list-style-type: none"> 1. (ID: 130; full presentation) Jianshan Pan, Yuting Rong, Yang Lv, Qiyu Lin, Jinrui Peng and Xiaofang Cai "Proposing An Enterprise Deregistration Risk Assessment Model Integrating Public Credit Information and Tax Information" 2. (ID: 53; full presentation) Ruoran Liu, Jin-Xing Hao, Yan Yu and Wei Shan

		<p>"Unraveling the Curvilinear Impact of AI Agent Anthropomorphism on Service Failure Tolerance"</p> <p>3. (ID: 100; full presentation) Haoyu Zhu, Fei Wan and Yishu Dai "Harnessing emotions in short video marketing: How emotions in short videos influence content effectiveness"</p>
		<p>Session 3:</p> <p>1. (ID: 23; full presentation) Yuting Wang, Yao Chen, Jie Fang, and Bingqing Xiong "Perceptions of Ambivalence in Cause-Related Marketing: Exploring the Impact of Mixed Motivational Signals on Consumer Evaluations"</p> <p>2. (ID: 41; full presentation) Shaosen Bai and Yongxiang Zhang "The Effect of Technical Interaction on Trading Strategy Popularity: Evidence from an Online Financial Platform"</p> <p>3. (ID: 64; full presentation) Zihan Zeng and Yongqiang Sun "Understanding the Relationship between Usage of Generative Artificial Intelligence Tools and Learning Performance: A Dual-Path Perspective"</p>
3:30 pm~4:00 pm	Session Break	
4:00 pm~ 5:30 pm	Paper Presentation Sessions	<p>Session 4:</p> <p>1. (ID: 4; full presentation) Jing Wu "What technological factors influence Chinese college student engagement in a smart classroom learning environment: ease of use, perceived usefulness, or multiple sources?"</p> <p>2. (ID: 50; full presentation) Linlin Cui, Hongbo Wang, and Guoxin Li "Statistical Information with AI, Narrative Information with Human? The Interaction Effects of Agent Type and Information Format on Health Behavior Persuasion"</p> <p>3. (ID: 60; full presentation) Ying Ji, Chaoyue Gao, and Qiang Ye "Motivated Endeavor in Catching Attention: The Impact of Conversion Tool on Sponsored Post Engagement"</p>
		<p>Session 5:</p> <p>1. (ID:22; short presentation) Conservation Research and Design Application of Cultural Heritage Digitization</p> <p>2. (ID: 87; short presentation) Kai Lin Hsu and Wei-Hsi Hung "The Impact of VTuber</p>

		<p>Endorsements on Consumer Satisfaction and Brand Loyalty in Digital Marketing"</p> <p>3. (ID: 59; full presentation) Shuang Geng, Elham Poorahmadi, Rui Wang, Yuefeng Qian and Yanghui Li "How Virtual Face Video Engage Consumers: A Moderated Mediation Model for the Underlying Mechanisms"</p> <p>4. (ID: 116; full presentation) Mengke Wang, Chuang Wang and Jun Zhang "How Do Peer Privacy Concerns Influence Users Self-Disclosure Strategies: The Impact of Impression Management"</p>
		<p>Session 6:</p> <p>1. (ID: 134; full presentation) Yixuan Li and Benjamin Yen "Impacts of Tightening Policies on Live-Streaming Platforms' Financial Performance"</p> <p>2. (ID: 58; short presentation) Sojin Kim and Shengli Li "Impact of the Leader Physician's Ability on the Performance of Online Medical Teams"</p> <p>3. (ID: 9; short presentation) Magdeline Moche and Tiko Iyamu "Activity theory view of applying social media for marketing in a South African Bank"</p> <p>4. (ID: 85; short presentation) Jessica Felicia Susanto, Seoyoun Lee and Younghoon Chang "Determinants of Music Popularity in Music Streaming Services: A Mixed Methods Approach using Topic Modeling and LIWC"</p> <p>5. (ID: 117; short presentation) Yuyang Luo, Qing Liu, Xuanchen Shuai, Yuanhao Meng and Liang Zhou "Emerging trends and new developments in emergency logistics"</p>
6.00 pm-8:00 pm	Welcome Reception	
Date: October 26, 2024		
Time	Event	Details
9:00 am~6:00 pm	Registration	Administration Building Lobby
9.45 am~10:00 am	Conference Opening	Performance Theatre
10:00 am~11:00 am	Keynote Speech 1	Professor Atreyi Kankanhalli (National University of Singapore)
11:00 am~12:00 am	Keynote Speech 2	Professor Chen Guo Qing (Tsinghua University)
12:00 pm~2:00 pm	Lunch	
2:00 pm - 4:00 pm	Workshop 2	Professor Mac Wen-Lung Shiau on "Past, current, and future of structural equation modeling (CB-SEM and PLS-SEM)"
2:00 pm~3:30 pm	Paper Presentation Sessions	Session 7:

		<ol style="list-style-type: none"> 1. (ID: 77; full presentation) Zhihao Li, Funyi Chan, Chaoyue Gao and Qiang Ye "Will Sentiment Extraction based on ChatGPT yield Better Predictive Outcomes? Evidence from an Online Travel Agency" 2. (ID: 135; full presentation) Qingyun Wang and Rui Gu "A study of user resistance towards facial recognition applications: a mixed-methods study" 3. (ID: 29; short presentation) Zhihong Li, Albaraa Ksibi and Xiaoying Xu "Optimizing Inventory Management using a Multi-Agent LLM System" 4. (ID: 39; short presentation) Qiong Jia and Yan Zhang "Artificial Intelligence Agents as Team Leaders: A study of the impact on team climate and team effectiveness" <p>Session 8:</p> <ol style="list-style-type: none"> 1. (ID: 74; full presentation) Zhi-Zhi He, Yang-Jun Li and Matthew K. O. Lee "Being a Digital Master: Understanding Digital Maturity and Organizational Performance" 2. (ID: 80; full presentation) Hao Tong, Jie Yu, Minghuan Shou, Xueqi Bao and Furong Jia "Anxiety Does Not Mean Bad Performance: Effects of Environmental Factors on Supporting Employees to Deal with AI Anxiety" 3. (ID: 26; short presentation) Shan Wang and Renji Liu "Study on the Performance Measurement and Comparison of China's Pharmaceutical Industry Based on Big Data Analysis" 4. (ID: 67; short presentation) Kailin Zhou, Jiaqi Wang, Wuhuan Xu, Zhong Yao and Meixuan Li "Sentiment Analysis of Online Reviews in Cultural Tourism Areas Under COVID-19—— A Case of the Palace Museum" <p>Session 9:</p> <ol style="list-style-type: none"> 1. (ID: 84; full presentation) Shanyueer Huang, Renyuan Liu and Junming Huang "Creating an Authentic Presence: Exploring Authenticity in The Virtual Through Digital Avatars" 2. (ID: 88; full presentation) Chuyi Fang, Hanyun Li and Yuting Wang "AI in Corporate Entrepreneurship: The Moderating Effect of Top Management Involvement" 3. (ID: 101; short presentation) Zitong Huang, Nuoni Peng, Yu Han, Bin Huang and Jiayin Qi "The Role Analysis of GenAI for College Students——Evidence from China" 4. (ID: 131; short presentation) Junran Zhang and Nan Wang "The Impact of Humorous
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		Apology Expression on Consumer Forgiveness and Trust Rebuilding after Trust Violations"
		<p>Session 10:</p> <ol style="list-style-type: none"> 1. (ID: 19; full presentation) Yi Shi, Yi Cui and Jie Li "Knowledge mapping of CBEC research: a visual analysis using CiteSpace" 2. (ID: 34; full presentation) Hui Li and Jie Gu "To Pay or Not to Pay: The Impact of Generative AI on Consumers' Willingness to Pay for Knowledge Products" 3. (ID: 36; full presentation) Yuting Wang, Xinran Qian and Chuyi Fang "Deconstructing Supply Chain Resilience under Big Data Analytics Capability: Exploring the Mediating and Moderating Roles of Agility and Top Management Participation"
		<p>Session 11:</p> <ol style="list-style-type: none"> 1. (ID: 7; full presentation) Xinru Han, Yongqiang Sun and Ying Wang "Understanding the Effects of Intrinsic and Extrinsic Cues on Consumers' Emotional Trust in Live Streaming E-Commerce" 2. (ID: 8; full presentation) Le Wang, Xueying Cui, Chaofan Yang and Xiaomin Liu "The spillover effect of online review manipulation: incriminating the innocents or benefiting the tertius gaudens" 3. (ID: 49; full presentation) Weichun Sun, Yan Li, Yutong Guo, Xixian Peng and Hock Hai Teo "Pure AI Streamers vs. Hybrid AI Streamers in Live-streaming E-Commerce: The Effects on Customer Engagement and Purchase Behaviours"
2:00 pm~3:30 pm	Poster Session	<p>Session 12:</p> <ol style="list-style-type: none"> 1. (ID: 28) Shuo Yan and Jeff Jones "Establishing a Data Analytics Stage Model (DASM): Integrating "Open Coding" and Conceptual Mapping for Enhanced Maturity Assessment" 2. (ID: 38) Xingyu Chen, Yan Lin and Dai Yao "All Smiles Are Not Created Equal: More Duchenne Smiles Leads to Less Extrinsic Rewards from Viewers in Live Streaming" 3. (ID: 68) Sasina Eichinger and Noptanit Chotisarn "Exploring Cutting-Edge Data Visualization: Unveiling Opportunities and Overcoming Challenges in Thai Journalism Amid AI Disruption" 4. (ID: 106) Hangyu Qu, Lijun Xu, Lu Chen, Yaxin Zheng and Hansong Wang "The

		<p>Application of Digital Twin in Design"</p> <p>5. (ID: 107) Shuo Geng, Shiyun Hao and Xiong Zhang "The Impacts of App Violation Notification on Companies' Market Value"</p> <p>6. (ID: 125) Wei Huang, Ziyi Zhang and Yitang Zeng "Research on the Willingness of College Students to Use AI Assistance in Cross-cultural Learning"</p> <p>7. (ID: 91) Hongchuan Shen, Haoyuan Ding, Cong Qin and Xiaoquan Michael, Leveraging Mobility Data in Policy Effectiveness Measure: Citizen Compliance during COVID-19</p> <p>8. (ID: 102) Wenxi Weng "How can the internal perception of virtual influencers affect the purchasing intention of Generation Z"</p> <p>9. (ID: 63) Jao-Hong Cheng and Zong-Heng Jheng "THE INFLUENCE OF GREEN INNOVATION ON SUSTAINABLE TRANSITION IN SUPPLY CHAINS – GREEN KNOWLEDGE MANAGEMENT AS A MODERATOR"</p> <p>10. (ID: 10) Di Zou "Investor Sentiment and Stock Market Returns: An Empirical Study Based on Market Capitalization Scale Perspective"</p>
3:30 pm~4:00 pm	Session Break	
4:00 pm~5:30 pm	Paper Presentation Sessions	<p>Session 13:</p> <p>1. (ID: 54; full presentation) Weiwei Deng, Han Chen, Jingjing Chen, Guohe Feng and Zhaobin Liu "Optimizing MOOCs Selection: Personalized Course Recommendations Leveraging Course Quality Signals"</p> <p>2. (ID: 98; full presentation) Leyu Zhu, Hui Yuan and Yan Li "The Power of Images on Crowdfunding Success: An Empirical Study"</p> <p>3. (ID: 136; full presentation) Honglei Li, Zequn Li and Jialou Wang "Improving Online Shopping Experience with Explainable Recommender System by Self-Identity Theory"</p> <p>Session 14:</p> <p>1. (ID: 3; full presentation) Eldon Y. Li and Usama Zafar "Financial Inclusion and Fintech Ecosystems in the Digital Age: A systematic review and meta-analysis"</p> <p>2. (ID: 37; full presentation) Wanqi Liu, Jenny Pu, Alain Chong and Chewei Phang "Navigating Health in the Digital Age: A Social Cognitive Exploration of the</p>

		<p>Quantified Self and Health Data Sharing"</p> <p>3. (ID: 51; full presentation) Shin-Yuan Hung, You-Ta Wu, Jj Hsieh and Yi-Jhen Li "Understanding the Physicians' Usage Intention of Big Data Analysis in Decision Making"</p> <p>Session 15:</p> <p>1. (ID: 40; full presentation) Qingwei Wang, Boying Li, Chee-Wee Tan, Alain Chong, Xiaotong Liu, Rongyue Chen, Yijian Zhang, Xiyang Xie and Zhuohan Wang "Comparison of Virtual Idols and Virtual Streamers: From the Perspective of Design Features"</p> <p>2. (ID: 69; full presentation) Ziyun Zhao "The Effects of Mandatory Work-from-Home Strength on Job Performance: An Investigation into the Mediating Role of Emotional Exhaustion during the COVID-19 Pandemic in China"</p> <p>3. (ID: 123; full presentation) Yuzhou Qian and Keng Leng Siau "Artificial Intelligence: Legal and Regulatory Issues"</p> <p>Session 16:</p> <p>1. (ID: 43; full presentation) Katherine Maldonado-Romero and Shikui Wu "Business Intelligence and Analytics Maturity in Public Healthcare Digital Transformation"</p> <p>2. (ID: 48; full presentation) Yixin Wang, Jiang Wu, Ting Chen, Haoyu Zhou, Honghao Ding and Xi Chen "Boosting E-Commerce Sales with Live Streaming: A Perspective on Live Streamers' Personality Traits"</p> <p>3. (ID: 70; full presentation) Siyao Li, Sufang Wang, Yuanyuan Li and Kwok On Matthew Lee "BNSIS: A Novel Model Incorporating User Features and Different Propagation Methods for Viral Marketing"</p> <p>Session 17:</p> <p>1. (ID: 52; full presentation) Chunmei Gan and Xinyu Ming "Factors Affecting Digital Natives' Intention to Use Generative AI: An Empirical Study Based on SEM and FsQCA"</p> <p>2. (ID: 65; full presentation) Ruoxin Zhou, Yuting Zhu, Runqi Zheng and Jilei Zhou "Differences of consumer reviews and consumer satisfaction on cross-border e-commerce platforms: A text mining analysis based on cross-cultural perspective"</p>
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		<p>3. (ID: 115; full presentation) Zihan He, Weihao Zhao and Lan Yao "The Impact of Generative Artificial Intelligence Voiceover Technology on User Viewing Behavioral Intentions for Short Video Film and Television Commentary on Short Video Platforms"</p>
4:00 pm~5:30 pm	Poster Session	<p>Session 18:</p> <ol style="list-style-type: none"> 1. (ID: 45) Rongyu Kuang "Are AI-design Products Always Beneficial for Brands? – The Impact of AI-Design Products on Brand Authenticity" 2. (ID: 111) Meimei Luo, Shuwen Wu and Chenguang Hu "Exploring the Big Five personality tendencies of Chinese plant-based meat consumers" 3. Zhang "Leveraging Mobility Data in Policy Effectiveness Measure: Citizen Compliance during COVID-19" 4. (ID: 35) Zirou Guo, Hairou Li and Shujun Wang "The impact of perceived E-WOM on Generation Z's cosmetic purchase intention: evidence from Guangdong Province" 5. (ID: 145) Yinghui Yu and Tze-Houng Lee "Kolmogorov-Arnold Networks (KANs) for Time Series Analysis: Two Use Cases in Financial Markets" 6. (ID: 120) Yunfang Luo, Tao Yang, Qingan Li, Qiang Liu and Xiling Cui "Unmasking ESG Exaggerations Using Generative Artificial Intelligence" 7. (ID: 72) Nan Wang, Hao Zhang and Xiabing Zheng "Differing the Impacts of Individual and Group Knowledge Seeking/Contribution Behaviors on Knowledge Sales in Online Q&A Platform: The Moderating Role of Knowledge Contributor Category" 8. (ID: 112) Ziqi Zhao, Carol X.J. Ou, Xi Chen and Danyang Song "Judge One Video By Its Cover: Understanding The Information Organization In Cover Design" 9. (ID: 104) Ziyi Wan, Yang Lei and Yiyang Zhang "The Influence of In-Site Creator-Owned Online Stores on UGC video Quality" 10. (ID: 143) Wenbo Peng, Xuwen Gui, Yanling Xu and Ji Luo "Analysis of the Influencing Factors of Yiwu Cross-Border E-Commerce Transaction Volume based on Grey Model"
6:00 pm~8:30 pm	Conference Banquet	

Date: Sunday, 27 October 2024		
Time	Event	Details
9:30 am~6.00 pm	Registration	Administration Building Lobby
10:00 am~11:00 am	Keynote Speech 3	Professor Carol Hsu (University of Sydney)
11:00 am~12:00 am	Keynote Speech 4	Ms. Niu Jing (Jean) (Huawei)
1:00 pm~2:00 pm	Lunch	
2:00 pm~3:30 pm	Paper Presentation Sessions	<p>Session 19:</p> <ol style="list-style-type: none"> (ID: 139; full presentation) Feng-Hsu Chiang and Cooper Cheng-Yuan Ku "Exploring the Evolution of Information Security Research Trends Using Main Path Analysis" (ID: 89; short presentation) Seoyoun Lee, Jaehyun Park, Younghoon Chang and Yoko Ogushi "Understanding the Relationship Between Metaverse Spaces and Human Interaction: Virtual Space Dwelling Theory" (ID: 95; short presentation) Zhan Zhan, A.B.M. Munibur Rahman, Arnab Paul and Feng Weiguo "Evaluating the Adaptability of AI Technology in Higher Education" (ID: 56; short presentation) Kittikorn Kasaetip, William Yu Chung Wang and Mina Cu "Investigating Information Systems Integration and Health Regulation in Immunisation Supply Chain Visibility" (ID: 97; short presentation) Po Ju Chou "Trends in Applications of LLMs and ChatGPT in Healthcare" <p>Session 20:</p> <ol style="list-style-type: none"> (ID: 25; full presentation) Hanbi Fu and Yongqiang Sun "Unravelling the Algorithm Manipulation Behavior of Social Media Users: A Configurational Perspective" (ID: 71; full presentation) Mengqian Guo, Qihua Liu and Lin Wang "Product Returns in The Live-stream E-commerce: The Role of Consumer's Shopping Goal Specificity" (ID: 99; short presentation) Haoming Kang and Ting Xu "The Impact of Live Comment Characteristics on Subsequent Live Streaming Sales and User Retention" (ID: 42; short presentation) Xuenan Huo, Keng Siau "Generative Artificial Intelligence and Workplace Involution" <p>Session 21:</p>

		<ol style="list-style-type: none"> 1. (ID: 31; full presentation) Alice J. M. Tan and Kai Lin Liao "Facing A Humanlike Interviewer: The Impact of AI Interviewer Anthropomorphism on Job Candidates' Perceived Interpersonal Justice" 2. (ID: 79; full presentation) Yanhong Chen, Yuxin Li and Yaner Yang "Achievement Gamification Affordances in E-commerce Platforms: An Empirical Study Involving Online Shopping Festival" 3. (ID: 78; short presentation) Zhan Zhan, A.B.M. Munibur Rahman, Tian Tian and Feng Weiguo "The Construction of Artificial Intelligence Education Innovation Mechanism: A Review Framework and Research Agenda" 4. (ID: 93; short presentation) Yumei Luo, Yongxin Tan, Qian Gao and Jialiang Zheng "Review of Research on Technostress in Healthcare Literature Review" <p>Session 22:</p> <ol style="list-style-type: none"> 1. (ID: 83; full presentation) Setthanandhaphokin Phatdhanant, Weizheng Zhang, Zhenghao Wu and Qionglei Yu "Exploring Safety Information Attributes Through Online Video Sharing Platform" 2. (ID: 92; full presentation) May Wang, Na Jiang, Yijun Lu and Yunhan Shao "The Impact of Streaming Output on Consumer Experience: Unlocking the Speed Premium of Chatbot" 3. (ID: 94; full presentation) Yunshan Deng, Kuo Shen, May Wang and Jingzhi Zhang "Analyzing Consumer Attention and Perception: The Impact of Review Photo" <p>Session 23:</p> <ol style="list-style-type: none"> 1. (ID: 118; full presentation) Bosen Lin, Yihan Wang, Fangfang Hou, Boying Li and Zhengzhi Guan "How live stream session is developed to guide value co-creation between streamer and audience: an ethnographic investigation based on Dramaturgical Theory" 2. (ID: 124; full presentation) Chaocheng He, Jiaxin Du and Jun Zhang "Call the Shots or Follow Suit? Research on the Evolution of Artificial Intelligence Scientific Collaboration Networks from a Leadership- Participation Perspective" 3. (ID: 142; full presentation) Fuyume Sai, Yi Cheng Lu and Ruo Lan Lin "A Systematic Literature Review on Impulse Buying in E-commerce Live Streaming with Co -
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		occurrence Map"
3:30 pm~4:00 pm	Session Break	
4:00 pm~6:00 pm	Paper Presentation Sessions	<p>Session 24:</p> <ol style="list-style-type: none"> (ID: 11; full presentation) Carolina Cerqueira, Margarida Sequeira, João Varajão, Carlos Sousa Pinto and Márcia Veloso "Canvas for IT/IS - a literature review and a framework" (ID: 12; full presentation) Shuai Chen and Yang Zhao "AI Product Management Personnel Demand Study - Based on Analysis of Chinese Market Recruitment Information" (ID: 18; full presentation) Fei Liu and Xiangyin Kong "Exploring the Impact of User Engagement on the Continuous Use Intention of Mobile Health Live Streaming: The Roles of Psychological Distance" (ID: 27; full presentation) Tuxia Chen, Yihan Yang and Helen S Du "Positive or Negative? Bibliometric Analysis on the Spillover Effect of Green Consumption Behavior" <p>Session 25:</p> <ol style="list-style-type: none"> (ID: 14; full presentation) John Hamilton, Stephen Maxwell and Singwhat Tee "Useful Excel data validation of Qualtrics respondent data prior to analysis" (ID: 62; full presentation) Zhihong Li, Zhengnan Xiao, Hao Song and Xiaoying Xu "Impact of Downvotes on Bot and User Engagement in a Blockchain-Based Social Media Platform" (ID: 6; full presentation) Yuning Qian, Fangfang Hou, Boying Li, Zhengzhi Guan and Teng Ma "Unveiling the Influence of Streamer Characteristics and Consumer Experiences on Purchase Intention in Live Commerce" (ID: 20; full presentation) Wenxia Long, Hui Yuan and Jingzhi Zhang "The Effect of Perspective-taking Strategies on Trust in Doctor Recommendation Systems" <p>Session 26:</p> <ol style="list-style-type: none"> (ID: 126; full presentation) Shiqin Chen and Huiyu Liu "Artificial Authenticity: The Effects of Hyper-realistic AI Influencers on User Engagement" (ID: 144; full presentation) Ji Luo, Xuewen Gui, Yanling Xu and Wenbo Peng

		<p>"Optimization strategy analysis of virtual live streaming E-commerce based on LDA topic model"</p> <ol style="list-style-type: none"> 3. (ID: 128; short presentation) Soyeong Park "Assessing the Impact of Interaction Frequency on Fan Attachment in Communication Apps" 4. (ID: 140; short presentation) Joyce Wang, May Wang, Qinghao He and Eric Leung "A Case study of implementing simulation Game in Management Accounting Teaching" 5. (ID: 32; short presentation) Tien-Yu Chang and Rua-Huan Tsaih "Assessing the Eco-Efficiency of Artificial Intelligence Applications Using Data Envelopment Analysis" <p>Session 27:</p> <ol style="list-style-type: none"> 1. (ID: 121; full presentation) Jingyi Zhuang, Ziqi Zhao, Danyang Song and Mingliang Chen "United To Stand, Divided To Fall: The Effect of Alignment In Regulatory Digital Orientation Between Organization And Their Members On Organization Performance" 2. (ID: 109; short presentation) Yahe Tan, Liqiang Huang and Qiming Zhong "From Solo to Social: The Impact of Scarcity Promotions in Music Streaming Platforms" 3. (ID: 132; short presentation) Jiafu Wang and Wei Hu "The Impact of Artificial Intelligence Policy on Employment: Evidence from China" 4. (ID: 61; short presentation) Wanxing Dai and Yan Li "From Play to Workout: How VR Fitness Game Design Enhances User Engagement?" 5. (ID: 119; short presentation) Yitang Zeng, Yuxin Liu and Xue Yang "The Impact of Storytelling Marketing in Short Videos on Consumers' Impulsive Purchasing Behavior" <p>Session 28:</p> <ol style="list-style-type: none"> 1. (ID: 122; full presentation) May Wang, Bingjie Deng and Pengqi Wang "From Hallucination to Trust: Leveraging Chain-of-Thoughts and Empathy in LLM-Empowered Agent" 2. (ID: 76; short presentation) Lihua Wu and Ying Wang "Gaining Insights into Data Sharing Process Among Multiple Stakeholders through Process Mining and Social Network Analysis" 3. (ID: 129; short presentation) Ya Zhou and Cheng Luo "Do You Mind a 'Maybe' AI?"
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		<p>Comparing User Responses to Algorithm-based and User-based AIGC Disclosure"</p> <p>4. (ID: 113; short presentation) Meiling Zeng and Fuyume Sai "Factors Affecting Blockchain Technology Acceptance: An Empirical Study"</p> <p>5. (ID: 114; short presentation) Tao Yang, Yunfang Luo, Xiling Cui and Qiang Liu"When Machine Meets Mind: A Two-stage Literature Review on AI Applications in Mental Health Research"</p>
Date: Monday, 28 October 2024		
Time	Event	Details
10:00 am-1:00 pm	City Tour	Self-arranged and information will be provided at the Registration Desk