

CONFERENCE PROGRAM

IC4E 2022

2022 13th International Conference on
E-Education, E-Business, E-Management
and E-Learning

ICMBT 2022

2022 7th International Conference on
Marketing, Business and Trade

JANUARY 14-17, 2022 (GMT+8)

VIRTUAL CONFERENCE

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Welcome Remarks

2022 13th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2022) and 2022 7th International Conference on Marketing, Business and Trade (ICMBT 2022), which will be hosted in Tokyo, Japan during January 14-17, 2022. Due to COVID-19 pandemic and pervasive travel restrictions worldwide, the organizing committee has to make a difficult decision to convert IC4E 2022 & ICMBT 2022 into online conference in response to many participants' requests. The safety and well-being of our participants are of paramount importance to the conference organizing committee all the time.

The conference has been planned so that participants from academic institutions, experts from industries and academia take part in the conference and share their experiences in e-education, e-business, e-management and e-learning and marketing, business and Trade . Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this is a memorable and valuable experience for you, and that you will enjoy discovering the research, practical knowledge, and personal contacts available to you.

Many members of the organizing team worked very hard to turn our initial visions for this conference into reality, we would like to warmly thank all organizing committee members for their dedication before and after this unique event. Your expertise, enthusiasm, and time commitment enabled us to prepare the final program. Our final thanks would go to the authors, thanks for your support to our conference.

We hope that all participants and other interested readers benefit from and enjoy the presentations and proceedings and also find it stimulating in this process. We pursue higher and better international conference; your suggestions and comments are welcome.

Conference Organizing Committee

Presentation Tips

✚ Time Zone: Beijing Time (GMT+8)

All conference times are based on **Beijing Time**.

✚ Platform

Zoom (www.zoom.us/)

Download link for Chinese authors: (<https://www.zoom.com.cn/download>)

✚ Test before Online Meeting

Prior to the formal meeting, Presenters shall join the test room to ensure everything is on the right track. Please check your test time on this program.

✚ Equipment and environment Needed

A computer with stable internet connection and camera

USB plug-in headset with a microphone for optimal audio quality

Webcam (optional): built-in or USB plug-in

Quiet Location

Stable internet connection

Proper lighting and background

✚ Q&A Room

If you have any question about the online operating during the conference, please let us know, then we will try to assist you as soon as possible

✚ Warm Tips

Please notice the chat message during the conference.

Formalize Your Name while Entering Meeting

Committee/Keynote/Invited Speaker: **Position – Name**

Author(s) name setting in Zoom: **Session Number + Paper ID + name.**

After the speaker has finished sharing his screen, please stop sharing in time, otherwise others cannot share their screen.

Please keep muting when you are not supposed to speak.

The conference will be recorded; we will appreciate your proper behavior.

✚ Oral Presentation

The oral presentation should be 15 minutes, including 2-3 minutes Q&A.

To avoid interruption caused by the unstable network during your presentation, we strongly recommend that the authors send a recorded video to the conference email box if you have prepared. We will play it for you once the accident occurred during the presentation.

✚ Conference Recording

The whole conference will be recorded. We appreciate you proper behavior and appearance.

The recording will be used for conference program and paper publication requirements. The video recording will be destroyed after the conference and it cannot be distributed to or shared with anyone else, and it shall not be used for commercial nor illegal purpose. It will only be recorded by the staff and Presenters have no rights to record.

Timetable

Jan.14 Friday (GMT+8)		
Zoom	Zoom Testing	
	Room F1 Meeting ID: https://zoom.us/j/98321426707 Password: ic4e2022	Room T5 Meeting ID: https://zoom.us/j/94922860697 Password: ic4e2022
10:00-12:00	Keynote Speakers / Plenary Speakers	Invited Speakers
14:00-14:30	Parallel Session 1	Parallel Session 2
14:30-15:00	Parallel Session 3	Parallel Session 4
15:00-15:30	Parallel Session 5	Parallel Session 6
15:30-16:00	Parallel Session 7	Parallel Session 8
16:00-16:30	Parallel Session 9	Parallel Session 10
16:30-17:00	Parallel Session 11	Parallel Session 12
17:00-17:30	Poster Session 1	Poster Session 2

Timetable

Jan.15 Saturday (GMT+8) Room F1 Meeting ID: https://zoom.us/j/98321426707 Password: ic4e2022		
09:30-09:40	Opening Remarks	Prof. Reiko Hishiyama Waseda University, Japan
09:40-10:25	Keynote Speech I	Prof. Sorel Reisman California State University Fullerton, USA
10:25-11:10	Keynote Speech II	Prof. Kuan-Chou Chen Purdue University Northwest, USA
11:10-11:25	Photo Time/Break Time	
11:25-12:10	Keynote Speech III	Prof. Yongsheng Ma Southern University of Science and Technology, China
12:10-14:00	Break Time	
14:00-14:30	Invited Speech I	Assoc. Prof. Jun Wang East China University of Science and Technology, China
14:30-15:00	Invited Speech II	Prof. Socorro Echevarria Aguja De La Salle Araneta University, Philippines
15:00-15:30	Invited Speech III	Assoc. Prof. Mitsunori Hirogaki Kyushu University, Japan
15:30-16:00	Invited Speech IV	Assoc. Prof. Dai Yu Tianjin University, China
16:00-16:15	Break Time	
16:15-18:30	Parallel Session 1 Room F1 Meeting ID: https://zoom.us/j/98321426707 Password: ic4e2022	Parallel Session 2 Room T5 Meeting ID: https://zoom.us/j/94922860697 Password: ic4e2022

Timetable

Time	Jan.16 Sunday (GMT+8) Room F1 Meeting ID: https://zoom.us/j/98321426707 Password: ic4e2022	
09:30-10:15	Keynote Speech IV	Prof. Donald Chang Metropolitan State University of Denver, USA
10:15-10:55	Plenary Speech I	Prof. Yushan Zhao University of Wisconsin, USA
10:55-11:10	Photo Time/Break Time	
11:10-11:50	Plenary Speech II	Assoc. Prof. Haithem Zourrig Kent State University, USA
11:50-14:00	Break Time	
14:00-14:30	Invited Speech V	Assoc. Prof. Eugene Y.C. Wong The Hang Seng University of Hong Kong, China
14:30-15:00	Invited Speech VI	Prof. Maricar Sison Prudente De La Salle University, Manila, Philippines
15:00-15:30	Invited Speech VII	Assoc. Prof. Hairu Yang China West Normal University, China
15:30-15:45	Break Time	
15:45-18:15	Parallel Session 3 Room F1 Meeting ID: https://zoom.us/j/98321426707 Password: ic4e2022	Parallel Session 4 Room T5 Meeting ID: https://zoom.us/j/94922860697 Password: ic4e2022

Timetable

Jan. 17 Monday (GMT+8)			
10:00-12:15	Parallel Session 5	Room F1 Meeting ID: https://zoom.us/j/98321426707	Password: ic4e2022
	Parallel Session 6	Room T5 Meeting ID: https://zoom.us/j/94922860697	
	Parallel Session 7	Room T6 Meeting ID: https://zoom.us/j/92317831662	
	Parallel Session 8	Room T7 Meeting ID: https://zoom.us/j/92119354872	
12:15-14:00	Break Time		
14:00-16:00	Parallel Session 9	Room F1 Meeting ID: https://zoom.us/j/98321426707	Password: ic4e2022
	Parallel Session 10	Room T5 Meeting ID: https://zoom.us/j/94922860697	
	Parallel Session 11	Room T6 Meeting ID: https://zoom.us/j/92317831662	
	Parallel Session 12	Room T7 Meeting ID: https://zoom.us/j/92119354872	
16:00-16:15	Break Time		
16:15-17:45	Poster Session 1	Room F1 Meeting ID: https://zoom.us/j/98321426707	Password: ic4e2022
	Poster Session 2	Room T5 Meeting ID: https://zoom.us/j/94922860697	

Keynote Speaker I

JAN. 15/ 09:40-10:25

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022



Prof. Sorel Reisman

2011 IEEE Computer Society President

2018 Richard E. Merwin Award for Distinguished Service

California State University Fullerton, USA

Sorel Reisman is Professor Emeritus of Information Systems at California State University Fullerton, President Emeritus of the IEEE Computer Society, an IEEE Computer Society Merwin Medal Awardee, recipient of the MERLOT (Multimedia Educational Resource for Online Learning) Distinguished Service Award, and a Fulbright Specialist on Open Educational Resources (OER). He is the founding member and Advisory Board Chair of IEEE ITPro magazine, serves on the IEEE Publications, Services, and Products Board (PSPB), the IEEE Technical Activities Board (TAB) Strategic Planning Committee, past member of the IEEE Education Activities Board (EAB), is a member of the IEEE Future of Conference IP Committee, and the IEEE digital library, Xplore Platform Guidance Group. Sorel served for 15 years as managing director and system architect of the California State University Chancellors Office MERLOT project, and in his emeritus position now serves as MERLOT International Relations Advisor. Reisman's research activities focus on eLearning technology systems and methodologies, His current activities include: i) creation of the two IEEE-endorsed OER portals in Computer Science (<https://tinyurl.com/IEEE-CSc>), and Information Technology (<https://tinyurl.com/IEEE-IS>); ii) development of IEEE Education Society's 2020 "Teaching with Technology Resource Center" addressing pandemic teaching issues (<https://tinyurl.com/IEEE-Pandemic-Resources>); iii) Standing Committee Chair of the IEEE Computer Society signature, Computers, Software, and Applications Conference (COMPSAC) and; iv) three recent or soon-to-be published articles concerning social and management issues concerning eLearning systems/methodologies, and pandemic-related conference management challenges. In addition to his two books and more than 200 papers and presentations, Reisman can be found during this pandemic quarantining/masked time on the tennis court, riding his bicycle along the Southern California ocean front, Zooming with his 5 grandchildren (and their parents, if necessary), reading, and watching streaming video. Reisman received his BAsC, MA, and PhD from the University of Toronto.

Speech Title: Rediscovering, Discovering, and Repurposing Content in an OER-based Post Pandemic World

Abstract: Even before March 2020, online education had become firmly entrenched in higher education – its growth accelerated from the “invention,” in the early 2000s, of MOOCs (Massive Open Online Courses). Many institutions adopted learning management systems (LMS) to enter the MOOC world, enabling instructors to voluntarily or by fiat to move their courses online. Despite the growing demand for online instruction, surveys indicated a general dissatisfaction among students, instructors, and administrators of the quality of the online offerings. The advent of the pandemic and the necessity of teaching online have highlighted the legitimacy of these concerns. One of the primary causes of the quality issue is that instructors were and continue to be ill-prepared to move to online settings. This presentation provides a step-by-step roadmap for instructors wishing to move their “conventional” curricula to the online LMS environments required by their institutions as well as expected by today's technology-wise students. The process builds upon a “traditional” course syllabus, moving it online, and enhancing it in stages through the use of Open Education Resources (OER) – primarily using features of MERLOT - the Multimedia Educational Resource for Learning and Online Teaching system.

Keynote Speaker II

JAN. 15/ 10:25-11:10

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

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Prof. Kuan-Chou Chen

Purdue University Northwest, USA

Kuan-Chou Chen is the Associate Dean for Graduate Program and Research, Thomas M. McDermott Sr. Endowed Chair, Professor in Economic Development, Professor of Management Information Systems. He was the Department Head of Information Systems, Finance, and Business Analytics (2005-2016), as well as Interim Department Head of Department of Graduate Studies in Education (2013-2014) at Purdue University Northwest. He received his Ph.D. from Michigan State University and his MBA from National Cheng-Kung University in Taiwan. He specialized in computer programming, system simulation, project management, decision support systems, data mining, system analysis and design, e-business strategy and application, supply chain management, network design and security, knowledge management, and information economy. Professor Chen has more than 90 scholarly publications, most in peer-reviewed journals. He is an active participant in several professional journals and serves on three paper reviewer boards. Currently he is an Editor-in-Chief of International Journal of e-Education, e-Business, e-Management and e-Learning. His productivity and scholarship have been recognized by his colleagues, being nominated three years in a row for an “Outstanding Scholar Award.” He also the recipient of Teacher of the Year Award (Purdue University Northwest, 2005).

Speech Title: The AR/VR and Metaverse in Business and Higher Education

Abstract: Virtual (VR) and augmented reality (AR) is an ever-growing medium being used by businesses to improve processes and support employee education through training programs. Furthermore, the recent technology trend, Metaverse, it includes virtual reality characteristics by persistent virtual worlds that continue to exist even when the players are not playing as well as augmented reality combines aspects of the digital and physical worlds. This presentation will demonstrate augmented reality, virtual reality, metaverse and their evolution from devices used for entertainment purposes to technologies capable of creating practical solutions to problems the business, education, and healthcare communities face every day.

This overview provides a general landscape scan into some of the major characteristics and recent developments and potential impacts, opportunities, and challenges around the topic of virtual reality (VR) and augmented reality (AR). The overview provides some general frameworks to aid in discussions around this growing technology and may help inspire new ideas on how VR/AR and metaverse can continue to impact higher education and its stakeholders.

Keynote Speaker III

JAN. 15/ 11:25-12:10

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

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Prof. Yongsheng Ma

Southern University of Science and Technology, China

Dr. Yongsheng Ma has been a full professor at Southern University of Science and Engineering in Shenzhen, China since July, 2021. Before that he had been a full professor at University of Alberta where he had joined since 2007. Dr. Ma is also a member of ASME, ASEE, SME, SPE, CSME and an Alberta registered Professional Engineer (P.Eng.). His main research areas include engineering informatics for design and manufacturing, CAD/CAM, and product lifecycle management. Dr. Ma received his B.Eng. from Tsinghua University, Beijing (1986), both M.Sc. (1990) and Ph.D. (1994) from UMIST, UK. In 2000-2007, he was an associate professor with Nanyang Technological University, Singapore. Dr. Ma started career as a Ngee Ann Polytechnic lecturer in Singapore (1993); and then a senior research fellow and group manager (1996-2000) at Singapore Institute of Manufacturing Technology. Dr. Ma has published more than 200 internationally recognized top journal and conference papers, and two specialty books. Dr. Ma had been an associate editor of IEEE Transaction of Automation Science and Engineering (2009-2013). In 2012, he won the prestigious ASTech award sponsored by The Alberta Science and Technology Leadership Foundation together with Drader Manufacturing Ltd. Dr. Ma had been engaged for collaboration with many academic institutions and industrial partners internationally. 2019-2020, Dr. Ma had been a visiting professor of SUSTech (China). Since 2020, Dr. Ma has become an associate editor for Advanced Engineering Informatics (Elsevier), ASME Journal of Computer Information Science and Engineering (JCISE), and Frontiers in Mechanical Engineering – Digital Manufacturing (Frontiers, open access). He also serves as an Editorial Member for Scientific Reports published by Springer Nature.

Speech Title: Engineering Education via Projects-a Multidisciplinary Case of intelligent Monitoring and Control System Development

Abstract: This speech is about the joint industry-academic collaboration education model through combining the education with project practice.

The objectives of the project are multifaceted. At the learning level, students can learn to build relevant prototype systems(including information acquisition module, front-end intelligent decision early warning system,etc.) and finally to promote an actual multi-disciplinary activity (Mechanics, electronics, optics, mathematical algorithm,etc.).

At the industrial level, project-based engineering education effectively trains the industry-related regional workforce and achieves the sustainability of technology transfer by creating high-technology jobs. To some extent, it gives engineering students an opportunity to expose themselves to market demand and students can effectively connect their theory with projects and be better prepared when they enter the labor market.

This project is performed by groups of graduate students, who cooperate with ESPE Technology company. In this project, students need to develop intelligent monitoring and control systems based on temperature sensors in different dynamic environments.

Invited Speaker I

JAN. 15/ 14:00-14:30

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

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Assoc. Prof. Jun Wang

East China University of Science and Technology, China

Prof. Wang is Vice Dean of School of Art Design and Media, East China University of Science and Technology, China. His main research area is urban development strategy, urban planning evaluation, urban sustainable planning, smart low-carbon city. He presided over several national research projects such as National Natural Science Fund of China: an Evaluation Model of Urban Planning Based on "Carbon Emission" Framework; National Social Science Fund of China: Research on Spatial Distribution of Mega Cities under the Framework of Carbon Balance; Scientific research program of the Ministry of housing and urban rural development: Research on System Integration Mode of Low Carbon City. He was also in charge of the low carbon development plan of Xining City, low carbon development strategy of Bengbu City, master plan of Guanzhuang Low Carbon Industrial Park and the Ecological Planning of Dianchi Lake in Kunming.

Speech Title: Gig Economy and its Roles in Chinese Contemporary Economy

Abstract: The speech takes the gig economy as the research object, and from its definition and characteristics, discusses the changes brought by the gig economy to the traditional economic model in the aspects of work mode and labor relations. At the same time, it introduces the development of the economic model of part-time labor in various countries and the corresponding strategies of each country. This speech discusses the close relationship between the gig economic mode and the supply side reform, innovation and entrepreneurship, internet plus and sharing economy, so as to reflect the significance of the gig economy to China.

Invited Speaker II

JAN. 15/ 14:30-15:00

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

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Prof. Socorro Echevarria Aguja

De La Salle Araneta University, Philippines

Dr. Socorro Echevarria Aguja is currently the Vice Dean of the Graduate School at De La Salle-Araneta University, Malabon City, Philippines. To date, her research activities are multidisciplinary as it covers the areas of science education, action research, environmental studies and human capital development. Her wide range of involvement in both technical and management development conferences and events is coupled with her international research publications and conduct of trainings on action research, innovations on science education, technology and media, environment and health. She is currently involved in a collaborative research project with Erasmus+ on Action Research To Innovate Science Teaching (ARTiST). In recognition of her outstanding research works, Dr. Aguja was awarded the “2016 Lifetime National Achievement Award” by the National Research Council of the Philippines.

Speech Title: Adaptive, Effective and Innovative Pedagogies for Online Education: Studies from the Philippines

Abstract: Education has been mostly affected by the breakout of the pandemic. However, it has been imposed by the authorities that education must continue through online distance learning (ODL). One of the ODL strategies imposed to continue the learning process was the modular instruction, which may be done either synchronously or asynchronously. In the Philippines, online modular instruction became popular in both basic and higher education levels. In this context, the need to evaluate these modules have been given more attention. In this talk, the use of Action Research as a paradigm of evaluating these online learning modules is discussed. In particular, the Plan-Do-Study-Act (PDSA) model is considered.

Invited Speaker III

JAN. 15/ 15:00-15:30

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

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Assoc. Prof. Mitsunori Hirogaki

Kyushu University, Japan

Mitsunori Hirogaki graduated Bachelor of Science Major in Commerce in Doshisha University and pursued his Master's Degree in Commerce and Ph. D in Commerce in Kobe University.

Dr. Hirogaki is currently an Associate Professor of Marketing Strategy at Kyushu University, Graduate School of Economics, Department of Business and Technology Management (QBS Business School), where he teaches Marketing Strategy and International Marketing.

Dr. Hirogaki is currently an Associate Professor of Marketing Strategy at Kyushu University, Graduate School of Economics, Department of Business and Technology Management (QBS Business School), where he teaches Marketing Strategy and International Marketing. He has been involved in big data analysis projects, as a member of a research group at the Center for the Study of the Creative Economy (Doshisha University), he works with big data analysis to construct systems that identify seeds of innovation.

Dr. Hirogaki's current research focuses on Cross-Cultural Consumer Behavior in international marketing and marketing strategies in mature, developed societies.

He is a member of Japanese Economic Association, Japan Society of Marketing and Distribution, and Japan Association for Consumer Studies.

Speech Title: How Should Grocery SME Retailers Attract Customers During the COVID-19 Crisis?

Abstract: The COVID-19 pandemic has been changing national policies such as movement restrictions and lockdowns resulting in either closure or limited opening hours of retail stores.

The pandemic is also changing perceptions of consumers who are now more fearful of infection resulting in increase usage of e-commerce purchases posing competitive environments for retailers. Because of limited resources, small and medium-sized (SME) retailers are challenged by such obstacles. In the case of Japan, which is an aging and depopulated country, the role of Grocery SME Retailers is growing because of their accessibility to senior citizens who have mobility problems. The pandemic, however, likewise affected this growth owing to the same restrictive situations similar to other countries.

In this speech, the presenter will discuss the prevailing market environment and threats facing SME retailers and how should they respond especially in the area of attracting customers isolated by fear of infection and the growing competition of e-commerce.

Invited Speaker IV

JAN. 15/ 15:30-16:00

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

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Assoc. Prof. Dai Yu

Tianjin University, China

Dr. Dai Yu received the Ph.D. degree from The University of Tokyo in 2013. From 2013 to 2015, she worked as postdoctoral fellow at Tsinghua University. She now works as associate professor in the school of Education, Tianjin University. Her current research interests cover educational technology, evolutionary game theory and assessment of equality of education. A current project she works on is the research on key issues in supply-side structural reform of undergraduate programs, sponsored by and under the guideline of Collaborative National Research Projects (CNRP) on emerging engineering education of China. She also combines her speciality to engage in university's reform of the curricula of the humanities and social sciences. A relevant project underway is the research on comprehensive quality of Tianjin college students in the background of emerging engineering.

Speech Title: Research on Comprehensive Quality Evaluation of Emerging Engineering College Students Based on Blockchain

Abstract: In the context of a burgeoning engineering education and an attendant reform of educational evaluation, this research investigates the status quo of the evaluation of the comprehensive quality of T University students with quantitative research methods, and finds therein some problems in current evaluation system, such as incomplete evaluation content, incomplete participation of evaluation subjects, imperfect supervision mechanism in the evaluation process, and weak practice and adaptation of the evaluation theory. Furthermore, this research uses blockchain to build a comprehensive quality evaluation system for students based on a reputation incentive mechanism, creating a more practical and objective evaluation atmosphere, and helping to further improve the quality of engineering education.

Keynote Speaker IV

JAN. 16/ 09:30-10:15

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022



Prof. Donald Chang

Metropolitan State University of Denver, USA

Dr. Chang received his MBA and Ph.D. in marketing from University of Missouri-Columbia, BBA from National Chengchi University, Taiwan. His main teaching interests include international marketing, marketing research, and marketing strategy. Dr. Chang's main research interests include strategic marketing, international marketing, cross-cultural research, international leadership behavior, market orientation, service quality management, market research, innovation management, tourism and destination marketing, pricing strategy, among others. He has been a marketing educator since 1980s at a number of universities in the States and in Taiwan, including University of Missouri, University of Wisconsin, National Chengchi University (Taiwan), Tunghai University, Loyola University, and currently a senior professor at the Metropolitan State University of Denver.

Dr. Chang has publications in a number of leading marketing journals, such as International Marketing Review, Journal of the Academy of Marketing Science, Psychology and Marketing, Journal of Services Marketing, Journal of Global Marketing, Supply Chain Management, Journal of Hospitality Marketing & Management, among others, as well as numerous professional presentations at national and international conferences such as American Marketing Association conferences and Academy of Marketing Science conferences. Recently, Dr. Chang has involved with a number of international conferences, chairing conferences and delivering keynote speeches. Currently, he is an associate editor and reviewer for a number of academic research journals. He has also chaired a number of sessions at major marketing conferences, such as summer AMA conferences, JAMS conferences, Marketing and Public Policy conferences, etc.

Dr. Chang is also a Fulbright scholar and has received a grant to assist a graduate business institution in program development & review, as well as to deliver speeches and lectures in India. He serves as a doctoral dissertation examiners for graduate schools in India. Dr. Chang also has working experience with Fortune 100 countries and consulted a number of international firms with experience in market research, new product development, and new venture management in the Far East region. Some of his past industry experience included product promotion campaign for the 1996 Atlanta Summer Olympic Games, the development of new breakfast cereal products, and many others.

Speech Title: Personal Values And Social Media Use

Abstract: Purpose: The main purpose of the study is to examine how one's social media use in travel is related to selected personal values among Generation Z.

Design/methodology/approach: A survey was conducted using existing self-developed scale items. The research subjects were 177 college students, a group of Gen Zers, at a public higher education institution in Macao, China.

Findings: Results show that community values and materialistic values have a significant influence on social media use, whereas family values do not. Between two distinctive social media uses, consumers with a stronger materialistic value are more likely to use social media to update. An ad hoc comparison suggests that subjects with a stronger community value are more likely to use social media to connect.

Originality: The study scrutinizes how mobile social media may be used in travel amongst Generation Z, who grew up with mobile devices and social media while forming personal values under the influence of families, communities, and external environments. Travel destinations and services could streamline social media marketing efforts at those personal values that are relevant to their target markets. The results offer important insights into how social media use is influenced by related personal values while providing practical applications and directions for future research.

Plenary Speaker I

JAN. 16/ 10:15-11:55

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022



Prof. Yushan Zhao

University of Wisconsin, USA

Dr. Yushan Zhao is professor of marketing in the College of Business and Economics at University of Wisconsin, Whitewater. He has a Ph.D. in marketing from Michigan State University and a BS. His areas of specialization include innovation and technology management, international business, entrepreneurship, inter-firm relationship management, and environmental sustainability. He has more than thirteen years of business experience in business management and product innovation. Dr. Zhao's research has appeared in numerous journals such as the Journal of the Academy of Marketing Science, Journal of Business Research, Journal of International Marketing, Energy Policy, Industrial Marketing Management, Entergy and Environment, and the Journal of Environmental Psychology. He is the recipient of the Article of the Year Award from the Journal of Business and Industrial Marketing (2004) and the Highly Commented Award from Emerald in 2004.

Speech Title: A Research on Sustainability for Consumers at the Base of Pyramid

Abstract: According to previous studies, in the world, more than 2.7 billion people are in poorest social-economic group who live on less 2.5 US dollars a day. People at the base of pyramid suffer from poor education, resource scarcity, and environmental degradation, especially in developing countries. They have not benefited from the worldwide economic development as much as their counterparts in middle and affluent classes. Traditional approaches to the poverty reduction are aid-based models which maintain that foreign aids could reduce poverty through economic development. Some scholars, however, argue that poverty at the base of pyramid is a business opportunity for multinational corporations. People at the base of pyramid are highly concerned about their social and economic problems and proactive in solving their poverty and environmental issues. This research addresses consumers at the base of the pyramid and proposes that companies can profitably target the huge mass of consumers in the low social-economic group while contributing to alleviate poverty. At the same time, multinational corporations should play a leading role in serving the low-income market and exploring the economic growth potential for this sector. The study reviews the literature on poverty reductions, studies consumer behaviors at the base of the pyramid, and proposes suggestions to bring the consumers at the base of pyramid into the global economic development.

Plenary Speaker II

JAN. 16/ 11:10-11:50

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022



Assoc. Prof. Haithem Zourrig

Kent State University, USA

Dr. Haithem Zourrig is an associate professor of marketing at Kent State University. He received his Ph.D. from HEC Montreal in 2010. Dr. Zourrig has extensive international experience. He served as a tenure track faculty at the University of Regina in Canada and IESEG-Paris in France. He served as a visiting professor at the University of International Business and Economics (UIBE) and Beijing Wuxi University (BWU) in China. His research interests include consumer behavior and cross-cultural studies. Most of his research investigates consumer animosity, consumer revenge, service failure, deception and fraud, and shopping well-being. His research has appeared in peer-reviewed journals such as the Journal of Business Research, Journal of Service Management, Journal of Consumer Marketing, Academy of Marketing Science Review, and Journal of Retailing and Consumer Services. He received many Best Paper Awards from the Society for Marketing Advances (SMA), the American Society of Business and Behavioral Sciences (ASBBS), and the Association of Collegiate Marketing Educators (ACME). He also received the McGraw-Hill Education Distinguished Award from the Federation of Business Disciplines (FBD) and the 2018 AxxessCapon Teaching Innovation Award.

Speech Title: Vulnerable Consumers during the Time of Covid-19 Pandemic

Abstract: This paper aims to provide new insight into vulnerable consumers' adaptation to stress resulting from the COVID-19 pandemic, with a particular emphasis on consumption coping strategies and well-being. Drawing on the appraisal-coping theory, this paper proposes a theoretical framework relating stress to coping responses and vulnerable consumers' well-being. Social support is also introduced in the framework as a moderator. Examining the interplays between these concepts provides a comprehensive view of how changes in consumption patterns occur and how they affect vulnerable consumers' well-being. Insights from this paper suggest that consumption activities could be viewed as responses of adaptation to chronic and acute stress. To adapt to new circumstances and reduce their stress, vulnerable consumers could engage in adaptive consumption coping or maladaptive consumption coping (i.e., compulsive and impulsive consumption), which in turn affect their psychological and physical, family, and economic well-being. The paper contends that service support would moderate the relationships between stress, coping responses, and vulnerable consumers' well-being.

Invited Speaker V

JAN. 16/ 14:00-14:30

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022



Assoc. Prof. Eugene Y.C. Wong

The Hang Seng University of Hong Kong, China

Dr Eugene Y. C. Wong is an Associate Professor in the Department of Supply Chain and Information Management, Associate Programme Director of MSc in Global Supply Chain Management, Director of Policy Research Institute of Global Supply Chain, and Director in Virtual Reality Centre in the Hang Seng University of Hong Kong. Dr Wong has over thirteen years of managerial and consulting experience in logistics transportation, manufacturing and engineering industry before joining the academia. He has successfully carried out several research and education funding projects from Research Grant Council, University Grant Council, and Education Bureau on sustainability and decarbonisation, maritime operations, shipping law, and virtual reality in the recent years. He serves as council members of professional associations on logistics, transportation and engineering as well as editorial board of international journals. He also serves as committee member in Manpower Development Committee, Hong Kong Maritime and Port Board and assessment panel member in Research Grant Council. He has extensive experience in the development of virtual reality and augmented reality for education and industrial purpose. He has research publications in logistics and transport, virtual reality and engineering. His research interests include maritime and air transport logistics, green logistics and decarbonisation, virtual reality, quality management and artificial intelligence.

Speech Title: Development of Real-Time Cooperative Multiple CAVE and HMD VR Systems for Collaborative and Team Learning

Abstract: Facing with increasingly complex company operations and pandemic social distancing requirements, the knowledge transfer during teaching and learning requires the need of advanced innovative technology in achieving the learning objectives. Sophisticated training contexts, for example, logistics air cargo building and screening in warehouse operations, journalism news reporting in a disaster environment, and cultural heritage and architecture design, require collaborative and team learning in a simulated immersive environment that allows students to learn and practice skills in various case scenarios. Most of these scenarios are not easily available to the learners due to security, safety and availability. This requires the need of real-time synchronised cooperative and distributive multiple CAVE systems in achieving these objectives. Currently, multiple VR CAVEs systems are not available in universities and institutions which hinders the pedagogical learning development of students and industry practitioners. The latest trend and needs for real-time cooperative VR systems for collaborative learning will be shared in the speech. Supported by a funding project, a sharing on the development of real-time cooperative multi-CAVEs systems in achieving collaborative learning and practicing through interacting in multiple locations in solving this problem and enhancing the current teaching and learning environment will be carried out. VR scenes on warehouse operations, including air cargo screening warehouse systems, journal earthquake news reporting, and lost heritage reconstruction, with cooperative and collaborative learning content, will be developed. The first ever multi-CAVE systems in facilitating the learning in supply chain, journalism and cultural heritage will be the best practice in achieving teaching excellence and learning experience in the universities as well as the industry

Invited Speaker VI

JAN. 16/ 14:30-15:00

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022



Prof. Maricar Sison Prudente

De La Salle University, Mania, Philippines

Dr. Maricar S. Prudente is presently a Full Professor 10 of the Science Education Department of De La Salle University-Manila. Professor Prudente completed her Ph.D. in Environmental Chemistry and Ecotoxicology at Ehime University as a Japan Society for the Promotion of Science (JSPS) Ronpaku Fellow. As an educator, Dr. Prudente has served as administrator in various capacities at De La Salle University and as resource person and coordinator in various training programs dealing with research, environmental issues, science education, technology integration, and educational action research. In the field of science education, Dr. Prudente's research work is focused on action research and the integration of technology and development of 21st century skills in the teaching of science. Dr. Prudente is currently involved in an international collaborative project with Erasmus+ Foundation on Action Research To Innovate Science Teaching (ARTiST). Prof. Prudente is a recipient of the 2015 Lifetime National Achievement Award given by the National Research Council of the Philippines (NRCP). Recently, Prof. Prudente was recognized as the 2018 Outstanding Filipino JSPS Fellow in the field of Education by Department of Science and Technology of the Philippine government.

Speech Title: Adaptive, Effective and Innovative Pedagogies for Online Education: Studies from the Philippines

Abstract: The talk will deal with pedagogies in science education that were found to be adaptive, effective, and innovative. It will start with a discussion on the relevant roles of educators and the components of "Community of Inquiry" relevant to online distance education in science. Specifically, results of a study on the effective use of the Metacognitive Argument Driven Inquiry approach will be presented. The talk will also describe enticing and innovative instructional practices for online distance education focusing on designing and using micro lectures. Moreover, innovative, and interesting web-based applications or sites for online distance education will be described and presented for possible adoption and use in teaching and learning. Finally, the talk will elucidate how action research may be conducted to evaluate the effectiveness of employing adaptive learning pathways that integrate students' socio-emotional skills and strategies.

Invited Speaker VII

JAN. 16/ 15:00-15:30

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022



Assoc. Prof. Hairu Yang

China West Normal University, China

Dr. Hairu Yang received the Ph.D degree in Educational Technology from Central China Normal University, and serves as the Dean, Associate Professor, and Master Supervisor of the Educational Technology Department of the School of Education of China West Normal University. Her main research field are the professional development of teacher informatization, teacher network training, learning science. She presided over 5 provincial and departmental scientific research projects such as Precise Analysis of Teacher Informatization Teaching Ability, Ministry of Education Industry-University-Research Project such as Educational Technology Virtual Reality Innovation Practice Base , and participated in national project research and pilot training work such as Research on Regional Network Training Model Supported by Information Technology. She has published nearly 20 papers in core journals at home and abroad such as Research on Audio-visual Education, Chinese Audio-visual Education, Modern Educational Technology and other journals such as Sci. In terms of social services, in 2016, as the main person in charge and lecturer, she participated in General Technology Experimental Teaching Training Service of Sichuan Province. She organized and lectured on the Information Technology Ability Training Project for Elementary and Secondary School Teachers in Sichuan Province in 2017.

Speech Title: Research on the Structure and Measurement of Social Presence in Teacher Workshops

Abstract: Network teaching training based on teacher workshop has become the main form of teachers' profession development in china. However, there are still some problems like insufficient interaction between users and low satisfaction. Social presence is regarded as a kind of psychological perception that describes and understands how people interact in an online learning environment, and can predict learning satisfaction. Therefore, on the literary basis of adult learning theory and social presence theory, based on the existing scales such as Biocca' s, the study reconstructs the connotation and structure of social presence and develops measurement tools . The exploratory factor analysis and confirmatory factor were used to test the reliability and validity of the scale and model fitting test, and regression analysis was used to explore the relationship between social presence and variables of training effect. The research results confirm the three-factor structure of social presence in teacher workshop: the sense of common space with technical support, the sense of psychological involvement with cultural support and the sense of community influence with teacher community support. It generates and modifies the measuring tool including 20 items with good reliability and validity, and finds that social presence is positively correlated with the satisfaction and the level of learning perception, which provide new perspectives and suggestions for improving the quality of E-training in teacher workshop.

JAN. 15/ 16:15-18:30

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022

Topic: Educational Informatization and Digital Education Platform

Session Chair: Prof. Socorro Echevarria Aguja

De La Salle Araneta University, Philippines

-
- 16:15-16:30** Design and Application of Online Speech Rehabilitation Learning Platform for Hearing-impaired Children under Epidemic Situation
EM2065 **Presenter:** Xinye Bai
China West Normal University, China
-
- 16:30-16:45** AI Chatbot for Educational Service Improvement in the Post-Pandemic Era - A Case Study
Prototype for Supporting Digital Reading List
EM2043 **Presenter:** Shanshan Yang and Kim Stansfield
University of Warwick, UK
-
- 16:45-17:00** Cloud Computing-based Higher Education Platforms during the COVID-19 Pandemic
EM2078 **Presenter:** Hui Han
Fraunhofer Institute for Experimental Software Engineering IESE, Germany
-
- 17:00-17:15** Does Using Comic Still Relevant and Can Enhance Students' Skills to Survive in Revolution 4.0?
EM2024 **Presenter:** Yuliana Olga Siba Sabon
Universitas Negeri Yogyakarta, Indonesia
-
- 17:15-17:30** Research on Stem Teaching Ability Improvement of Teachers Based on STEM86 Platform
EM2084 **Presenter:** Juan Wang
China West Normal University, China
-
- 17:30-17:45** Investigating Mathematics Teachers' Perceived Design Thinking Mindset and Related Factors
EM2045 **Presenter:** Melinda A. Gagaza, Celina P. Sarmiento
De La Salle University Manila, Philippines
-
- 17:45-18:00** A Blockchain Based Research on Comprehensive Quality Evaluation of Emerging Engineering College Students
EM3010 **Presenter:** Qiuqing Liu
Tianjin University, China
-
- 18:00-18:15** Research on the Improvement of Junior High School Innovation Ability Based on App Inventor
EM2080 **Presenter:** Qianchen Xiang
China West Normal University, China
-
- 18:15-18:30** Teaching Design Thinking in a C-STEAM Project: A Case Study of developing the Wooden Arch Bridges' Intelligent Monitoring System
EM2086 **Presenter:** Jiameng Lu
South China Normal University, China
-

JAN. 15/ 16:15-18:30

Room T5 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: Virtual Reality in Education and Game-Based Learning

Session Chair: Assoc. Prof. Eugene Y.C. Wong

The Hang Seng University of Hong Kong, China

-
- 16:15-16:30**
EM2019 Perceptions of Public-School Teachers on the Use of Virtual Laboratories in Teaching Science
Presenter: Marc Lancer Junio Santos
De La Salle University Manila, Philippines
-
- 16:30-16:45**
EM2032 Virtual Mobility Adoption: a Study of Factors Affecting Students' Satisfaction toward an Online English Program at a Young Vietnamese Higher Education Institution
Presenter: Huyen Pham
FPT University, Vietnam
-
- 16:45-17:00**
EM3024 Design of an Educational Game System for Trigonometric Functions Game System
Presenter: Tng-Sheng Weng
National Chiayi University
-
- 17:00-17:15**
EM3022 Research on the Influence of High and Low Spatial Ability on VR Panoramic Video Learning Task
Presenter: Wenxue Wang
Central China Normal University, China
-
- 17:15-17:30**
EM2085 Students' Self-Motivation, Self-Efficacy, Self-Regulation in Virtual Laboratory in Human Anatomy Subject
Presenter: Henrilyn Estoque Loñez
Kalinga State University, Philippines
-
- 17:30-17:45**
EM2052 "A Virtual Fieldtrip": Effects of Google Earth Learning Activities (GELA) on Students' Environmental Awareness and Environmental Attitudes
Presenter: Dave Arthur Roldan Robledo
De La salle University, Philippines
-
- 17:45-18:00**
EM2031-A Development of Game-based Assessment Tool for Technology and Livelihood Education (TLE) Subject
Presenter: Joseline M. Santos
Bulacan State University, Philippines
-
- 18:00-18:15**
EM2067 Teachers' Perceptions towards Using Gamification in Teaching Grammar for Non-English Majored Students
Presenter: Chau Minh Pham
FPT Polytechnic, Vietnam
-
- 18:15-18:30**
EM2087-A Intelligent Adaptive Learning Analytics on Urology Surgery Virtual Reality-based Training
Presenter: Eugene Wong
The Hang Seng University of Hong Kong, China
-

Parallel Session 3

JAN. 16/ 15:45-18:00

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022

Topic: Online Learning and Assessment
Session Chair: Prof. Maricar Sison Prudente
De La Salle University, Manila, Philippines

15:45-16:00 EM3008	Compensating the Learning Losses in Online Learning: Teachers and Students' Performance in Virtual Classrooms Presenter: Ryan Joy J. Dizon De La Salle University, Philippines
16:00-16:15 EM2020	Development of E-Modules Based on Learning Style to Facilitate Study during Pandemic Presenter: Desy Purwasih Universitas Negeri Yogyakarta, Indonesia
16:15-16:30 EM2068	Evaluation of Student Leadership Development Amidst Online Distance Learning Set-up Presenter: Jonas Matheu D. Marquez De La Salle Araneta University , Philippines
16:30-16:45 EM3023	Online Collaborative Learning: Main Forms, Effect Evaluation and Optimization Strategies Presenter: Xiaofen Li Nanning University, China
16:45-17:00 EM2021	Teachers' Role and Level of Awareness on Safe Internet Use and its Legal Implications in the Conduct of Online Classes during the Pandemic Presenter: April Sandy Gallarin De La Salle University Manila, Philippines
17:00-17:15 EM2012	Online Quizzes: The Use of Multiple Attempts and Feedback System Presenter: Mark Joseph Laig Mendoza De La Salle Santiago Zobel School, Philippines
17:15-17:30 EM2042	Problem-Based Learning in Data Science Course: Analysis of Online Learning in Pandemic Covid-19 Presenter: Thirachit Saenphon Silpakorn University, Thailand
17:30-17:45 EM2054-A	E-learning Strategies in Developing Design Students' Self-regulated Learning and Practical Ability Presenter: Tsai-Yun Mou National Pingtung University
17:45-18:00 EM3009	Challenges and Opportunities of Online Learning in the Philippine Context: Thriving in the New Normal Presenter: Ryan Joy J. Dizon De La Salle University, Philippines

JAN. 16/ 15:45-18:00

Room T5 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: Educational Statistics and Educational Management

Session Chair: Assoc. Prof. Hairu Yang

China West Normal University, China

-
- 15:45-16:00** Mathematics Teachers' Knowledge, Attitudes, and Practices in Using Evidence-based Instructional Practices
EM2005 **Presenter:** Edrian Peter Balela Villanueva
De La Salle University Manila, Philippines
-
- 16:00-16:15** Teachers Perceptions on Instructional Leadership: Drawing Implications for Professional Development Program for Instructional Leaders
EM3014 **Presenter:** Janette B. Torrato
De La Salle Santiago Zobel School, Philippines
-
- 16:15-16:30** Early Childhood Pre-service Teachers' Belief, Understanding, Self – efficacy, Intention and Conceptions of STEM
EM2037 **Presenter:** Dhana Arevalo Canoy
Philippine Normal University - Manila, Philippines
-
- 16:30-16:45** Perception of School Teachers and Students on Entrepreneurial Education in Basic Education Schools in the Province of Laguna
EM2035 **Presenter:** Racquel B. Matic
De La Salle University Manila, Philippines
-
- 16:45-17:00** Perspectives About Appointment Practices and School Leadership Roles: Basis for Succession Planning and Development
EM2075 **Presenter:** Ruby Pasimanero Ramos
De La Salle Santiago Zobel School, Philippines
-
- 17:00-17:15** Study on Talent Training of Marketing Major under Background of Cross-border E-commerce
EM3004 **Presenter:** Nong Wan-Bin
Nanning University, China
-
- 17:15-17:30** Unpacking Theoretical Perspectives of Family-Owned School Towards Internationalization
EM2041 **Presenter:** Czar Manglicmot
De La Salle University Manila, Philippines
-
- 17:30-17:45** Meta-Analysis on the Effectiveness of Argument-Based Learning on Students' Conceptual
EM2074 **Presenter:** Jenifer M. Ramallosa
De La Salle University Manila, Philippines
-
- 17:45-18:00** Latent Class Model for the External Factors Affecting the Mathematics Performance
EM2002 **Presenter:** Lalaine Buenaobra
De La Salle Santiago Zobel School, Philippines
-

JAN. 17/ 10:00-12:15

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022

Topic: Blended Learning and Innovative Teaching Method

Session Chair: Assoc. Prof. Joseline M. Santos

Bulacan State University, Philippines

-
- 10:00-10:15**
EM3003 Innovative Learning: Blended Learning and Its Effectiveness in Education – A Scoping Review
Presenter: Roza Maiyarni
Universitas Negeri Yogyakarta, Indonesia
-
- 10:15-10:30**
EM2062 Research on Situational Teaching Strategies of Composition in Rural Primary Schools Based on Information Technology
Presenter: Ling Liu
China West Normal University, China
-
- 10:30-10:45**
EM2033 Meta-Analysis of Blended Learning in High School Physics from 2014-2020
Presenter: Jorge Victor Martinez Sales
De La Salle University Manila, Philippines
-
- 10:45-11:00**
EM2051 SWOT Analysis Method Application in Assessing the Effectiveness of Moodle Platform
Presenter: Nikolay Kharchenko
Russian Presidential Academy of National Economy and Public Administration, Russia
-
- 11:00-11:15**
EM2008 Evaluating Student Computational Thinking Skills in Physics Experimental Class
Presenter: Rizki Zakwandi
Universitas Negeri Yogyakarta, Indonesia
-
- 11:15-11:30**
EM2004 Improving Health Science Students' Performance in Nanotechnology Using Socio-Scientific Issues-based Module
Presenter: Brylle Raphael Uy Bigcas
De La Salle University Manila, Philippines
-
- 11:30-11:45**
EM3015 Study on Learning Satisfaction and Influencing Factors in the Background of Blended Learning
Presenter: Qing Li
China West Normal University, China
-
- 11:45-12:00**
EM2023 Fostering Inclusive Education in the Online Sphere
Presenter: Luis Felipe O. Villalobos
De La Salle Taft, Philippines
-
- 12:00-12:15**
EM2034 Measuring User Experience of Blended Learning Application: A Case Study of Higher Education
Presenter: Rabiah Abdul Rahim
Universiti Tenaga Nasional, Malaysia
-

JAN. 17/ 10:00-12:00

Room T5 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: Online Learning and the Related Students' Perception

**Session Chair: Assoc. Prof. Minie Rose C. Lapinid,
De La Salle University, Philippines**

-
- 10:00-10:15** Development of the SMCM@HOME Intervention Program (SHIP) for Enhanced Instructional Delivery Package
EM2069 **Presenter:** Ana Michelle Sales Ricalde
De La Salle Araneta University, Philippines
-
- 10:15-10:30** Exploration into College Students' Mental Health Education in the Era of Information Technology in China
EM2077 **Presenter:** Chao Sun
Shanghai Normal University Tianhua College, China
-
- 10:30-10:45** Lesson Playlist: Its Effects on the Academic Achievement and Attitude in Mathematics among Grade 7 Students
EM2015 **Presenter:** Shane Marielle Ate Marges
De La Salle Santiago Zobel School, Philippines
-
- 10:45-11:00** Research on the Current Situation and Strategies of College Students' Online Learning Interaction and Satisfaction during the COVID-19 Pandemic
EM2056 **Presenter:** Ling Liu
China West Normal University, China
-
- 11:00-11:15** An Analysis of the Perception of Students and Teachers towards the Home-Based Online Learning Modality and the Students' Academic Achievement of a Private School in the National Capital Region (NCR) of the Philippines
EM2017 **Presenter:** May Maricel Biares De Gracia, Janel Concepcion C. Cinches
La Salle Green Hills, Philippines
-
- 11:15-11:30** Foreign Language Learning During Pandemic for Students in Indonesia Disadvantaged Areas
EM3002-A **Presenter:** Tusia Andri Yani
Universitas Negeri Yogyakarta, Indonesia
-
- 11:30-11:45** Exploring Peer Feedback on Writing Assignments in an Online Learning Environment
EM2055 **Presenter:** Anh Thi Van Pham
FPT University, Vietnam
-
- 11:45-12:00** Assessing Students' Perception, Engagement and Metacognitive Skills on Mobile Learning
EM2011 **Presenter:** Janina C. Sercenia
De La Salle University Manila, Philippines
-

JAN. 17/ 10:00-12:15

Room T6 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: Digital Economy, Business Intelligence and Business Informatization

Session Chair: Assoc. Prof. Jun Wang

East China University of Science and Technology, China

-
- 10:00-10:15**
EM2079 How does Digital Transformation Affect Systemic Financial Risks of Commercial Banks? An Investigation Based on Fuzzy-set Qualitative Comparative Analysis
Presenter: Boan Pan, Renlong Huang, Yuchen Liu
Nanjing University of Posts and Telecommunications, China
-
- 10:15-10:30**
EM4230 An Investigation of the Relationship between Digital Finance Development and SMEs' Investment Efficiency
Presenter: Yue Xuan
University of London, UK
-
- 10:30-10:45**
EM4153 The Relationship between the Cryptocurrency and the KOL of Elon Musk
Presenter: Sihao Jiang
Hunan University of Technology and Business, China
-
- 10:45-11:00**
EM3005 The Use of Digital Technology for Collection Efficiency and Investment Recovery in Manila Urban Settlements
Presenter: Alexander T. Rosete
De La Salle Araneta University, Philippines
-
- 11:00-11:15**
EM2073 The Role of Technological Platforms in The Innovative Development of Industrial Enterprises
Presenter: Egor Prokhin
National Research University Higher School of Economics, Russia
-
- 11:15-11:30**
EM0004-A Self-Service Technology Adoption and Models Comparison
Presenter: Chih-Jung Lee
National Kaohsiung University of Science and Technology
-
- 11:30-11:45**
EM2010 Exploring Industrial Evolution with Correlation Analysis and Smoothing Forecasting: a Case of Marine Industry in Guangdong Province of South China
Presenter: Wuxing Chen
Guangdong University of Technology, China
-
- 11:45-12:00**
EM4203 An Analyze of Chinese Online Fresh Food Industry
Presenter: Qilong Zou
University of East Anglia, UK
-
- 12:00-12:15**
EM2014 Gig Economy in Chinese Contemporary Economy System
Presenter: Jun Wang
East China University of Science and Technology, China
-

JAN. 17/ 10:00-11:45

Room T7 Room ID: <https://zoom.us/j/92119354872>

Password: ic4e2022

Topic: Econometrics and Economic Mathematicisation

Session Chair: Assoc. Prof. Mitsunori Hirogaki

Kyushu University, Japan

-
- 10:00-10:15**
EM2039 Dynamic Financial Analysis for Performance Evaluation in the Property Insurance Industry
Presenter: Pi-Chun Hsu
Chaoyang University of Technology, Taiwan
-
- 10:15-10:30**
EM4004 Factors Selection for Stock Predicting Based on Vertical and Horizontal Analysis of Technology Giants
Presenter: Yuehao Li
Shanghai University of Finance and Economics, China
-
- 10:30-10:45**
EM4025 A study on the Determinants of Stock Returns, in Comparison of the Fama-French Models
Presenter: Yuxiao He, Lin Ju, Duanwen Li, Zhaowei Lu, Yudi Wu
University College London, UK
-
- 10:45-11:00**
EM4271 The Comparison of Return Ratio Prediction based on Different Regression and Classifier Models
Presenter: Leyan Pang, Jiajun Zhang, and Yingshan Zhang
Shenzhen University, China
-
- 11:00-11:15**
EM4276 Price Prediction for BMW Based on Multifactorial Linear and Machine Learning Model
Presenter: Leyu Pan
University of Warwick International Foundation Programme, UK
-
- 11:15-11:30**
EM4150 Research on the Relationship Between Years of Education and Urban and Rural Wage Levels Based on Mincer's Wage Equation: Evidence from China
Presenter: Hanke Jiang
Saint Louis University, USA
-
- 11:30-11:45**
EM4270 Modern Portfolio Theory and Application in Australia
Presenter: Yanjie Cui, Chulong Cheng
The University of Sydney, Australia
-

JAN. 17/ 14:00-16:00

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022

Topic: E-Commerce and Digital Marketing

Session Chair: Assoc. Prof. Jocelyn P. Cruz

De La Salle University, Philippines

-
- 14:00-14:15** A Study on China-ASEAN Cross-Border E-Commerce Logistics Based on the New International Land-Sea Trade Corridor
EM2044 **Presenter:** Huilin Lei
Chiang Mai University, Thailand
-
- 14:15-14:30** Incentivizing Consumers towards a More Sustainable Online Shopping Behavior: A Study on Nudging Strategies in B2C E-Commerce
EM2009 **Presenter:** Michael Hollaus
University of Applied Sciences Wiener Neustadt, Austria
-
- 14:30-14:45** Talent skill Demand Analysis in the E-Commerce Industry Based on Online Recruitment Data
EM2059 **Presenter:** Yue Li
Shaanxi Normal University, China
-
- 14:45-15:00** Towards a Four-Dimensional Dynamic Trust Model in B2C Cross-Border E-Commerce
EM2061 **Presenter:** Ding Xinyi
Zhejiang University of Technology, China
-
- 15:00-15:15** Predicting Purchase Behavior Using Customer Browsing Behavior and Customer Value
EM2057-A **Presenter:** Seong-Beom Kim
Yonsei University, South Korea
-
- 15:15-15:30** What Factors Influence Social Presence in the Live E-Commerce Scene?
EM2082 **Presenter:** Jinjing Yang
Zhejiang University of Technology, China
-
- 15:30-15:45** The Impact of E-commerce Sales on Consumers in China: A Case Study on SONY
EM4140 **Presenter:** Chaoxuan Wan
Guangzhou University, China
-
- 15:45-16:00** Digital Marketing in the Hardware Business, an Opportunity for the Peruvian MYPES Positioning and Surviving over the Covid-19 Pandemic
EM2036 **Presenter:** Luis Miguel Osorio-Chavez and Dany Yudet Millones-Liza
Universidad Peruana Unión, Peru
-

JAN. 17/ 14:00-16:00

Room T5 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: New Media Marketing and Consumer Behavior

Session Chair: Prof. Kwami Hope Quao

Wenzhou-Kean University, China

-
- 14:00-14:15** Literature Review of New Media Marketing
EM4048 **Presenter:** Jiahua Chen
South China Normal University, China
-
- 14:15-14:30** Assessing the Impact of We-media on Marketing: a Case Study of the New Trend of Digital Media
EM4169 **Presenter:** Shuyi Jin
Johns Hopkins University, USA
-
- 14:30-14:45** Exploring the Optimization of Corporate Strategies Based on the Influence of Olympic Marketing on Consumers' Decision-Making with Coca-Cola Brand as an Example
EM4188 **Presenter:** Xin Zhang
University of Toronto, Canada
-
- 14:45-15:00** Marketing Communication Strategy for International Fashion Retail Brands after COVID-19
EM4240 **Presenter:** Hanru Niu
University of Birmingham, UK
-
- 15:00-15:15** Chinese University Students' Self-concept and Purchase Decision for Clothing
EM0009 **Presenter:** Yuan Cao
Keyi College of Zhejiang Sci-Tech University, China
-
- 15:15-15:30** The Effect of Price Promotions of Travel Products on Consumer Behavior
EM0007-A **Presenter:** Phawich Kunutchayanon
National Taipei University of Technology
-
- 15:30-15:45** Area-POS Data: A Novel Method for Commercial Area Management
EM2030 **Presenter:** Yuya Ieiri
Waseda University, Japan
-
- 15:45-16:00** Research on the Potential Factors of Consumers' Travel Intention on Sharing Platforms in the Context of Sharing Economy
EM2060 **Presenter:** Dan Li
Zhejiang University of Technology, China
-

JAN. 17/ 14:00-16:00

Room T6 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: Digital Economy, Business Intelligence and Business Informatization

Session Chair: Assoc. Prof. Cao Cong

Zhejiang University of Technology, China

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- 14:00-14:15**
EM4246 Bridging the Wealth Gap in Hong Kong——Take the Issue of Housing Prices as an Entry Point
Presenter: Weiran Zhang, Chikit Lam, Yuxuan Wang
Central University of Finance and Economics, China
-
- 14:15-14:30**
EM3019 The Interaction Between the Choice of Currency Settlement and RMB Monetary Policy
Presenter: Shanshan Wang
Xiamen University of Technology, China
-
- 14:30-14:45**
EM0003 Explore the Irrational Sentiment of Individual Investors in China's Secondary Stock Market
Presenter: Yiyan Jin
Xi'an Jiaotong-liverpool University, China
-
- 14:45-15:00**
EM0008 Economic Integration, Its Recent Practical Challenges Encountered and the Solutions Adopted
Presenter: Roshan Baa
St. Xavier's College, Ranchi, Ranchi University, India
-
- 15:00-15:15**
EM1004 A Framework for Sustainable Energy Strategy: An Approach to Integrate Carbon-Energy-Capital Flows among Key Stakeholders and Optimize Economic Resources
Presenter: Kun Kong
BNU-HKBU United International College, China
-
- 15:15-15:30**
EM1006-A Are China's Food Safety Standards Driven by Trade Protectionism? ——Empirical Analysis of Maximum Residue Limits
Presenter: Linyi Tang
Hiroshima University, Japan
-
- 15:30-15:45**
EM4196 Changes of the Gender Gap in Life Expectancy in China: An Age- and Cause-specific Perspective
Presenter: Weiyang Xu, Yukun Sun, Haoming Zheng
Johns Hopkins University, USA
-
- 15:45-16:00**
EM2013 Impact of the Development of Critical Thinking Skills and Academic Development of Vulnerable Students during Confinement due to COVID-19
Presenter: Rafael Roman Romero Uscanga
Tecnologico de Monterrey, México
-

Parallel Session 12

JAN. 17/ 14:00-15:45

Room T7 Room ID: <https://zoom.us/j/92119354872>

Password: ic4e2022

Topic: Applied Statistics for Business Management and Enterprise Management

Session Chair: Prof. Dr .T. S. Devaraja

University of Mysore, India

-
- 14:00-14:15** Digital Marketing in the Hardware Business, an Opportunity for the Peruvian MYPES Positioning and Surviving over the Covid-19 Pandemic
Presenter: Luis Miguel Osorio-Chavez and Dany Yudet Millones-Liza
Universidad Peruana Unión, Peru
-
- 14:15-14:30** Psychometric Properties of the Scale of Perceptions Regarding the Quality of Service in Clients of Retail Establishments, Based on the SERVQUAL Model
EM2040 **Presenter:** Marcos Enrique Flores González, Evelyn Raquel Hernández Morales, Denis Frank Cunza Aranzába, and Benjamin Aaron Paredes Guerra
Universidad Peruana Unión, Peru
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- 14:30-15:45** Literature Review of the Concept of “Internet Governance” Based on the Background of E-Society
EM2001 **Presenter:** Yanhong Han
Beijing Normal University, China
-
- 15:45-15:00** Disruptive Innovation Study Based on a Product Example
EM1001-A **Presenter:** Weihang Liu, Fangliang Zhang, Huidong Cao, Xiangsheng Ma, Zhuoyi Chao, Jianwu Xue
School of Management, Northwestern Polytechnical University, China
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- 15:15-15:15** In Search of the Theoretical Perspectives of the Strategic Role of the Board
EM1003-A **Presenter:** Minyu Wu
BNU-HKBU United International College, China
-
- 15:15-15:30** Research on Supply Chain Shortage of Electronic Technology Companies under the Epidemic Situation
EM4006 **Presenter:** Yuhan Huang
The University of Warwick, UK
-
- 15:30-15:45** Analysis and Evaluation of Firm Performance before and during COVID-19 Pandemic: A Case Study of Ocean Bio-chem INC, Based on 2016-2020 data
EM4098 **Presenter:** Luo Minxi, Mao Qiwen, Wang Shuyi, You Junlin
Xiamen University Malaysia, Malaysia
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JAN. 17/ 16:15-17:45

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022

Topic: Economic Mathematics and Economic Management

16:15-16:20 EM4008	Asset Allocation Strategy with Monte-Carlo Simulation for Forecasting Stock Price by ARIMA Model Presenter: Zihao Chen University of Toronto, Canada
16:20-16:25 EM4011	Early Warning of American Stock Market Crises Based on Volatility Model Presenter: Zhu Simu University of Macau, China
16:25-16:30 EM4013	Investment Value Analysis of Biomedical Listed Companies Based on Income Discount Model for GSK Presenter: Yuxuan Li, Chengzhu Liao, Zijian Hu, Yifan Wu New York University Shanghai, China
16:30-16:35 EM4136	Markowitz and Index Models for Optimizing Investment Portfolio Study During COVID-19 Pandemic Presenter: Shirong Cui, Wenxuan Lyu, Li Tao Beijing University of Technology, China
16:35-16:40 EM4131	Stock Value Prediction Based on Merging SARIMA Model and Monte Carlo Model Presenter: Jing Liu University of California, USA
16:40-16:45 EM4156	Does Digital Financial Coverage Promote SMEs' R&D? Evidence from Chinese Listed Company Presenter: YiChen Yang Macau University of Science and Technology, China
16:45-16:50 EM4162	The Impact of Special Constraints on Portfolios in Two Conditions Presenter: Jinhao Ji Shaanxi Normal University, China
16:50-16:55 EM4113	Portfolio Establishment Based on Fama-French Five Factor Model in China Stock Market Presenter: Yuzhi Zhou Lancaster University, UK
16:55-17:00 EM4001	Test on the Determinants of Portfolio Returns – Based on the Five-factors Asset Pricing Model Presenter: Yuzhe Hu, Boru Liu, Jiayi Wu, Suwen Zheng Jinan University, China
17:00-17:05 EM4003	An Empirical Study of Fama-French Three-factor Model on China's Medical Aesthetic Sector— —Event Research Method Based on Government Supervision Presenter: Jinyao He; Zhaorun Yuan The University of Western Australia, Australia
17:05-17:10 EM4209	Construction Building of Belt and Road Initiative in the Middle East: How Does BRI Affect the Country Economy Presenter: Hanyu Chen, Jin Dai, Weijie Tang, Luyao Xu University of Massachusetts Amherst, Amherst, USA
17:10-17:15 EM4072	Research on the Relationship Between Unemployment Rate and Vaccination Rate in United States Presenter: Haotian Sun Lehigh University, USA
17:15-17:20 EM4166	Educational inequality between rural Children in China and black children in the U.S. Presenter: Fuqiong Qi University of York, UK

Poster Session 1

JAN. 17/ 16:15-17:45

Room F1 Meeting ID: <https://zoom.us/j/98321426707>

Password: ic4e2022

Topic: Economic Mathematics and Economic Management

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|-------------------------------------|---|
| 17:20-17:25
EM4195 | Predicting Players' Consuming Tendency for Different Props by Big Five Personality Traits
Presenter: Zihan Zhao
Colby College, USA |
| 17:25-17:30
EM4063 | COVID-19's Impact on Investors Sentiment and Price Behaviour: Empirical Evidence from Chinese Stock Market
Presenter: Yaogeng He
Sichuan University, China |
| 17:30-17:35
EM4219 | Doing a Deal? Merger and Acquisition Negotiation and Business Strategy Analysis: Case Study of Amazon and MGM
Presenter: Luwen Xu, Hanwen Zhang, Lulu Zhang
Southwest University, China |
| 17:35-17:40
EM4121 | Examining and Reflecting on the Quality of Humanities and Social Science and Education Provided to College Students as the Next Wave of Industrial Internet Innovation
Presenter: Kun Yue
University of Arizona Global Campus, USA |
| 17:40-17:45
EM4146 | English Majors' Online Learning Technology Needs in China
Presenter: Qianyi Tan
South China Normal University, China |

JAN. 17/ 16:15-17:50

Room T5 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: E-Commerce, Corporate Finance and Business Management

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| 16:15-16:20
EM4005 | Advantages of the New Retail Model in Fresh E-commerce Supply Chain Management — a Case Study of HEMA
Presenter: Jiahui Chen; Bowen Zhang; Qianqian Zhu
School of International Education, China |
| 16:20-16:25
EM4185 | The Role of Social Media for Relationship Establishment and Consolidation with Generation Z in Online Marketplace
Presenter: Xuxiang Liu
The University of Nottingham Ningbo, China |
| 16:25-16:30
EM4176 | Research on Marketing Strategy for the Male Market Luxury Industry —Taking Dior as an Example
Presenter: Haohong He, Yunfei Jiang, and Yue Wang
University of Edinburgh, UK |
| 16:30-16:35
EM4251 | The Investment Analysis for Philip Morris Based on Quantitative Indicator Comparison
Presenter: Zhongyu Wang
Arizona State University, USA |
| 16:35-16:40
EM4201 | Based on Covid-19, Enterprise Valuation Analysis— a Case Study of Pfizer Inc.
Presenter: Zhenpeng Liu
University of Reading, United Kingdom |
| 16:40-16:45
EM4087 | An Equity Research for Investment on Pharmaceutical Companies Based on Ratio Analysis
Presenter: Longyue Hong
University of California, USA |
| 16:45-16:50
EM4106 | The Investment Analysis of Microsoft, Apple and Amazon Based on Multi-indexes Evaluation
Presenter: Yan Gao
Ocean University of China, China |
| 16:50-16:55
EM4067 | An Empirical Study on the Impact of CFO Overconfidence on Corporate Financial Risk: Empirical Evidence from Chinese Listed Companies
Presenter: Wenrui Zhong, Weihao Yan
Shanghai University, China |
| 16:55-17:00
EM4181 | Cross-Cultural Advertising Marketing Strategies of Multinational Companies —Nike for Example
Presenter: Zhiqi Su, Xicheng Gao, Jiayi Han, Ziyi Jin
Guangdong University of Foreign Studies, China |
| 17:00-17:05
EM4243 | Explore the Relationship between Technological Innovation and Customer Loyalty
Presenter: Haozhi Zhao
Yunnan University of Finance and Economics, China |
| 17:05-17:10
EM4043 | Asia Pacific and Chinese Market Analysis: The Future Direction of Development for Disney in the Next 10 Years
Presenter: Haoyang Dong
University of California Santa Barbara, USA |
| 17:10-17:15
EM4075 | Under COVID-19 The Transformation of Enterprise Strategy: A Case Study of Disney
Presenter: Fuhua Liu
Beijing Normal University, China |
| 17:15-17:20
EM4046 | The Belt and Road and China Railway Express
Presenter: Ruijiong Gao
Yuci Long School, China |

Poster Session 2

JAN. 17/ 16:15-17:50

Room T5 Room ID: <https://zoom.us/j/94922860697>

Password: ic4e2022

Topic: E-Commerce, Corporate Finance and Business Management

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| 17:20-17:25
EM4111 | Research on the Value Investment of Domestic Brands under the Emerging Chinese Cosmetic Market -Taking Perfect Diary as an Example
Presenter: Ruonan Gong
Lancaster University, UK Poster |
| 17:25-17:30
EM4028 | Forecasting Short-Term Crude Oil Price Movements using Futures Market Dynamics
Presenter: Hanlin Zhu
University of California, USA |
| 17:30-17:35
EM4265 | Breaking down the Barrier between Teachers and Students by Using Metaverse Technology in Education - Based on A Survey and Analysis of Shenzhen City, China
Presenter: Kun Yue
University of Arizona Global Campus, USA |
| 17:35-17:40
EM4035 | Corporate Strategy Analysis Based on Current Environment - Taking Disney's Expansion in China as An Example
Presenter: Hang Chen, Yuzhuo Li, Xi Ling ,Meilin Yan
University of Toronto, Canada |
| 17:40-17:45
EM4041 | A Research on Enterprise Strategy Formulation and Marketing Strategy Based on Globalization View—Taking Disney as an Example
Presenter: Xinyu Bai
Clark University, USA |
| 17:45-17:50
EM4129 | Analyst Coverage and R&D Activities of SMEs Listed in the Stock Market in China
Presenter: Xuan Jia
NCUK, China |

2022 8th International Conference on E-business and Mobile Commerce

ICEMC 2022

Seoul, South Korea | May 13-15, 2022

WEBSITE: WWW.ICEMC.ORG



2022 8th International Conference on E-business and Mobile Commerce (ICEMC 2022) will take place from May 13-15, 2022 in Seoul, South Korea. Prospective authors are invited to submit research abstracts or full papers. Papers in the fields of E-business, Mobile Commerce and related areas may also be considered. Audiences are welcome to join the conference for research and opinions exchanging. The conference will also feature a Keynote Address. International Conference on E-business and Mobile Commerce is an international platform for scholars, researchers and practitioners to discuss interdisciplinary research and practices in the fields of E-business and Mobile Commerce. It also provides an interdisciplinary platform for policymakers, top managers, researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of E-business, Mobile Commerce.

➤ CALL FOR PAPERS

Agent for e-Business Track

- Agent-mediated e-commerce systems
- Trading, negotiation, auction and mechanism design
- Collective decision making and coordination for e-Business
- Trust and reputation in online agent systems
- Agent or actor oriented analysis in social networks

Internet of Things (IoT) Track

- Legal perspectives in IoT-based business service
- IoS (Internet of Services) plus IoT
- New business models and value map
- Architectures and platforms of IoT applications
- Edging/Cloud Computing for Smart IoT
- Control and decision making for smart IoT
- Security and privacy for smart IoT

Ecommerce Trading Technologies Track

- Online credit and reputation evaluation
- Electronic contract
- Internet Finance/Manufacturing/Farm
- Ecommerce services and infrastructure
- Monitoring and supporting services for Ecommerce
- Ecommerce laws and standards
- Applications of blockchain

More information about the topics, please visit:
<http://www.icemc.org/cfp.html>

➤ KEY DATES

Submission Deadline-----February 10, 2022
Notification Deadline-----March 05, 2022
Registration Deadline-----March 25, 2022
Conference Dates-----May 13-15, 2022

➤ CONFERENCE PROCEEDINGS

Accepted papers by ICEMC 2022 will be published by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

➤ SUBMISSION INSTRUCTION

- Please submit your paper via: iConf Submission System:
(<http://confsys.icconf.org/submission/icemc2022>)
Or conference email directly (Email: icemc@academic.netg)
- Submissions must be original and should not have been published previously or be under consideration for publication while being evaluated for this conference.
- To publish the full paper into conference proceedings and give the oral presentation, please send us the full paper. Each paper should have at least 8 pages up to 10 pages, including all figures, tables, and references. One regular registration is within 10 Pages. Extra pages will be charged.
Full Paper Template: http://www.icemc.org/proceeding_template.docx
- To give oral presentation only, please just send us the abstract.
Abstract Template: <http://www.icemc.org/Abstract%20Template.doc>

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CONTACT US

Conference Secretary: Ms. Kate Hou

Email Address: icemc@academic.net
Phone Number: +86-15102825034

2022 3rd International Conference on Internet and E-Business



ICIEB aims at bringing together researchers and practitioners who are interested in e-Business technology and its current applications. The scope of the conference covers low-level technological issues, such as technology platforms, internet of things and web services, but also higher-level issues, such as business processes, business intelligence, value setting and business strategy. Furthermore, it covers different approaches to address these issues and different possible applications with their own specific needs and requirements on technology. These are all areas of theoretical and practical importance within the broad scope of e-Business, whose growing importance can be seen from the increasing interest of the IT research community.

Featured with keynote speeches, invited speeches, oral presentations, video presentations, poster presentations and social event, ICIEB 2022 welcomes submission of researches concerning any branch of Internet and E-Business and the participation of anyone who is interested in these fields.

OFFICIAL WEBSITE: WWW.ICIEB.ORG

● CALL FOR PAPERS

INTERNET OF THINGS (IOT) TRACK

- Legal perspectives in IoT-based business service
- IoS (Internet of Services) plus IoT
- New business models and value map
- Edging/Cloud Computing for Smart IoT
- Smart manufacturing and Industrial IoT
- Smart cities and internet of vehicles
- Control and decision making for smart IoT
- Security and privacy for smart IoT

SOFTWARE ENGINEERING FOR E-BUSINESS TRACK

- Design methods, tools and science for e-business
- Models, platforms and applications for e-business
- Components, services and solutions for e-business

ECOMMERCE TRADING TECHNOLOGIES TRACK

- Online credit and reputation evaluation
- Electronic contract
- Electronic invoice
- Internet Finance/Manufacturing/Farm
- Ecommerce services and infrastructure
- Monitoring and supporting services for Ecommerce
- Ecommerce laws and standards
- Applications of blockchain

- Cloud and mobile software engineering
- Service-oriented software engineering

More topics, please refer to: <http://www.icieb.org/cfp.html>

● PUBLICATION Proceedings Publication

Accepted papers of ICIEB 2022 will be published into the International Conference Proceedings Series, which will be archived in the Online Digital Library and submitted for index by Ei Compendex and Scopus. Index: Ei Compendex, Scopus Proceeding Template Download Link: http://icieb.org/acm_template.docx



● SUBMISSION GUIDELINE

- ▲ Electronic Submission System: <http://confsys.iconf.org/submission/icieb2022>
- ▲ Or you can submit it by email: icieb@academic.net
- ▲ Regular Papers: Each paper is required to at least 8 pages up to 10 pages

● IMPORTANT DATES

Submission Deadline----- March 05, 2022
Notification Deadline-----March 25, 2022

Registration Deadline-----April 20, 2022
Conference Dates-----June 15-17, 2022

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CONTACT US

Conference Secretary: Ms. Curry Lin

Telephone: +86-13648043904 (China) Official Email: icams@iedrc.net

ICEBT 2022

WEBSITE: WWW.ICEBT.ORG



ICEBT 2022 is a three-days event, which will provide an excellent international platform for the academicians, researchers, and industrial experts from around the world to share their research findings with the global experts. ICEBT aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of E-Education, E-Business and E-Technology, and discuss the practical challenges encountered and the solutions adopted.

◆ CALL FOR PAPERS

AGENT FOR E-BUSINESS TRACK

- ◆ Agent-mediated e-commerce systems
- ◆ Trading, negotiation, auction and mechanism design
- ◆ Collective decision making and coordination for e-Business
- ◆ Trust and reputation in online agent systems
- ◆ Personal agents and recommender systems
- ◆ Agent or actor oriented analysis in social networks
- ◆ Sensor systems and RFID applications
- ◆ Ubiquitous content access

BIG DATA FOR E-BUSINESS TRACK

- ◆ Data and knowledge engineering for e-business
- ◆ Semantic Web, Web 2.0, and business intelligence
- ◆ Stream processing, complex event processing and continuous queries
- ◆ E-business marketing, data mining, and relationship management
- ◆ Knowledge management and e-learning
- ◆ Big data analytics for e-business
- ◆ Applications of super computing
- ◆ Data- and computation-intensive services
- ◆ Multi-tenancy, security and privacy in clouds
- ◆ Cloud business support services and operational support

E-TECHNOLOGY APPLICATIONS IN EDUCATION AND E-LEARNING TRACK

- ◆ Internet-of-Things (IoT) in smart learning environments
- ◆ Smart phones and smart devices in education
- ◆ Blended Learning
- ◆ Collaborative Learning
- ◆ Community Building
- ◆ Digital Libraries for E-Learning Distance Education
- ◆ E-Learning Platforms, Portals
- ◆ Smart e-learning teaching strategies
- ◆ Massive Open Online Courses (MOOC)
- ◆ Small Personal Online Courses (SPOC)

More information about the topics, please visit: <http://www.icebt.org/cfp.html>

◆ CONFERENCE PROCEEDINGS

All submissions will be peer reviewed, and the accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and indexed by Ei Compendex and Scopus.

◆ SUBMISSION INSTRUCTION

- ◆ Please submit your paper via: iConf Submission System: (<http://confsys.iconf.org/submission/icebt2022>)
 - Or conference email directly (Email: icebt@chairmen.org)
 - ◆ To publish the full paper into conference proceedings and give the oral presentation, please send us the full paper. At least 8 pages up to 10 pages, including all figures, tables, and references,
 - ◆ Extra page (from page 11) will be charged at 70 USD per page.
- Full paper Template: http://www.icebt.org/acm_template.docx
To give oral presentation only, please just send us the abstract.
Abstract Template: <http://www.icebt.org/Abstract%20Template.doc>

◆ KEY DATES

- ◆ Submission Deadline: February 25, 2022
- ◆ Notification Deadline: March 25, 2022
- ◆ Registration Deadline: April 20, 2022
- ◆ Conference Dates: June 25-27, 2022

◆ CONTACT US

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