

# ICEBA 2023

February 26-28, 2023

SUSS, Singapore

## ABOUT the 2023 9th International Conference on E-Business and Applications

The 2023 9th International Conference on E-Business and Applications (ICEBA 2023) is organized by Singapore University of Social Sciences, Singapore and co-organized by Sejong Institute of Management, Korea University, South Korea and Sensors and Systems Society of Singapore (SSS), technically supported by Bina Nusantara University, Indonesia. It will be held during **February 26-28, 2023** in **Singapore**.

Constant evolution in IT technologies have enabled enterprises to use e-business and its applications in a variety of areas, such as developing innovative business models, developing new marketing and sales channel, having the ability of rapid sense-and-response, etc. However, before such applications can be developed and their benefits realized, enterprises need to address the challenging tasks of first using various existing complex technologies to build such systems and then adapt to the changed computing paradigm, while remaining competitive. Based on these essential complexities in e-business, ICEBA 2023 invites papers from researchers and practitioners that focusses on the aforementioned areas and looks at them from an extensive coverage of system, software, service and business.

## CONFERENCE TOPICS Topics of interest include, but are not limited to:

### Topic 1: Business Intelligence

- Business-IT Alignment
- B2C/B2B Considerations
- Enterprise Ontologies
- Service-Oriented Enterprise
- Internet of Things/Sensing Enterprise
- Data-Driven Value Creation
- Data Collection
- Data Visualization
- Big Data Analytics
- Data Mining
- Business Analytics
- Recommender Systems

### Topic 2: Artificial intelligence & IoT (AIoT) enabled Business Innovation

- Theories and methodologies of AI enabled service/product innovations, including smart product development and software development
- Data analysis methods and algorithms in the context of AI enabled business innovation
- Consumer psychology and behavior in AI context, e.g., human-machine interactions, consumer decision making assisted by AI
- Paradoxical effects of AI technologies on organizational activity
- Emergence of collaboration between human service staff and AI and their impact on working and organizing
- AI explainability in AI enabled business innovation
- Emergence and evolution of platforms, ecosystems, and markets shaped by AI technologies
- The competition and collaboration between firms in the AI-driven ecosystems
- Privacy and information security in the context of AI

### Topic 3: Business Models and Business Processes

- m-Commerce
- Mobile User Interfaces
- Online Shopping
- Website Design
- User Behavior Models
- e-Payment and Virtual Currencies
- Workflow Management
- Enterprise Architecture
- Process Modeling
- Data-Driven Business Models
- Business Model Metrics

### Topic 4: Ecommerce Trading Technologies

- 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

### Topic 5: E-business Strategy & Digital Marketing

- WOM strategy and online review effectiveness
- Online product strategy and diversified users
- Advertising/promotion strategy of diversified firms in online market
- Firm's innovation strategy in e-business platform markets
- The relationship of firm performance and big data application
- The difference of advantageous and less advantageous firms in e-business market
- Platform traffic strategy
- Competitive and cooperative mechanism design of sharing economy

### Topic 6: Information Systems and Operations Management

- Influence of IS on Operational Strategies
- Digitization of Logistics and Supply Chain Management
- Digital Technologies for OM
- Smart Manufacturing and Servitization
- Product and Service Development through IS
- Green IS and Sustainable Supply Chain Management
- OM in Platforms

For more topics, please visit: <http://www.iceba.org/cfp.html>

## CONFERENCE PROCEEDINGS

All submissions will be peer-reviewed. Accepted and registered papers will be published in the International Conference Proceedings, which will be indexed by Ei Compendex and Scopus.

## SUBMISSION GUIDELINE

Paper Template Downloading: [http://www.iceba.org/acm\\_template.docx](http://www.iceba.org/acm_template.docx)

Submission Methods (choose one from below):

1. Submit via the Online Submission System:  
<http://confsys.iconf.org/submission/iceba2023>
2. Submit via e-mail: [iceba@academic.net](mailto:iceba@academic.net)



## CONFERENCE VENUE

**Singapore University of Social Sciences**  
463 Clementi Road, Clementi, Singapore 599494

Organized by



Co-organized by



Technical Support by



## IMPORTANT DATES

Submission Deadline:	November 25, 2022
Notification Deadline:	December 25, 2022
Registration Deadline:	January 15, 2023

## CONTACT US

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