ICEBA 2024 is organized by the School of Business at Singapore University of Social Sciences, in collaboration with the Sejong Institute of Management, Korea University, and the Sensors and Systems Society of Singapore (SSS) and technically supported by Bina Nusantara University, Indonesia. The conference draws researchers, application developers, and practitioners from a wide range of E-Business and Applications related areas such as Business Intelligence, Artificial intelligence & IoT (AIoT) enabled Business Innovation, Business Models And Business Processes, Ecommerce Trading Technologies and E-business Strategy & Digital Marketing. Information Systems and Operations Management. By promoting novel, high-quality research findings, and innovative solutions to challenging Big Data Analytics, the conference seeks to advance the state-of-the-art in E-Business and Applications.

CALL FOR PAPER

**Business Intelligence Technology**
- 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

**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

**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

**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 enabled business innovation

**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
- Competitive and cooperative mechanism design of sharing economy

**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

The accepted papers will be published in the International Conference Proceedings, which will be indexed by Ei Compendex and Scopus. At least one author of accepted papers is required to participate in this conference and make a presentation.

SUBMISSION INSTRUCTION

Papers must be written in English and submitted electronically through: https://easychair.org/conferences/?conf=iceba2024

Submission Type: Abstract submission for presentation only without publication; Full paper submission for both presentation and publication.

Paper Length: The paper should be at least 8 pages, Up to 10 pages including all figures, tables, and references. Extra pages(from Page 11) will be charged.

Follow the template when preparing your paper: http://www.iceba.org/acm_template.docx

IMPORTANT DATES

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