ICEB 2026

Leading Electronic Business in the AI Age

The 26th International Conference on Electronic Business

PROGRAM BOOK

Organizer: School of Economics and Management, Beihang University

Co-Organizers: International Research Center for Complexity Sciences, Hangzhou International Innovation Institute, Beihang University
Global Electronic Business Research Center, Chung Cheng University
Association for Information Systems

Sponsors: Hong Kong Association for Information Systems (HKAIS)
The SESC Information Systems Engineering Technical Committee (CNAIS)
Committee for Industrial Digital-Intelligent Transformation and Innovation Management, China Information Economics Society
Association for AI and Management, Society of Management Science and Engineering of China
Committee for Human-AI Interaction and Experience, Chinese Ergonomics Society
Institute for AI Governance, Renmin University of China
SAP University Competence Center

Beihang University, Beijing, China
July 16-20, 2026

The Twenty-sixth International Conference on Electronic Business
Program Book

ICEB 26
Beijing, China
16-20 July 2026

Welcome Message

Welcome to the 26th International Conference on Electronic Business (ICEB 2026). The conference is affiliated with the Association for Information Systems and held under the supervision of the International Consortium for Electronic Business. ICEB has long served as an important international platform for Electronic Business scholars, practitioners, and doctoral students to present cutting-edge research, exchange intellectual ideas, and build global research networks.

This year, ICEB 2026 is held physically at Beihang University in Beijing, China, and organized by the School of Economics and Management, Beihang University. The conference is co-sponsored by the International Consortium for Electronic Business, Journal of Business and Management, and International Journal of Electronic Business. The theme of ICEB 2026 is "Leading Electronic Business in the AI Age." As artificial intelligence, large language models, autonomous agents, data intelligence, and digital platforms continue to transform business practices and social life, this year's conference aims to bring together scholars from around the world to explore how Electronic Business can be advanced, governed, and reimagined in the AI age.

We received 307 submissions this year, of which 205 papers were accepted into the final program and scheduled into 3 workshops and 40 presentation sessions. The topic areas of the papers in this conference include AI and its applications, big data analytics and precision analytics, blockchain and FinTech, cross-border e-commerce, digital marketing and consumer behavior, digital transformations and innovation, e-business cultural and social issues, e-business education and e-learning, e-business strategies and models, e-healthcare and gerontechnology, human-computer interaction, IS innovation, adoption and diffusion, IT ethics and data governance, knowledge management and sharing, new technology adoption and diffusion, security and privacy issues, smart cities and the Internet of Things, social media and social computing, supply chain management and e-logistics, virtual communities and social commerce, web mining and recommendation systems, and other interdisciplinary issues.

At the conference, we are honored to have four distinguished keynote speakers. Prof. Yi-Cheng Zhang, Member of Academia Europaea and Director of the Alibaba Research Center for Complexity Sciences, will discuss the next phase of the AI revolution and the role of personal assistants. Prof. Junjie Wu of Beihang University will speak on agentic commerce, a new frontier for business research in the era of AI. Prof. Robert M. Davison of the City University of Hong Kong will deliver a keynote speech on research integrity from a journal editor's perspective. Prof. Christy M. K. Cheung of Hong Kong Baptist University will deliver the keynote speech on technology use, successful aging, and well-being. In addition to the keynote speeches, the conference program includes parallel paper presentation sessions, workshops, a doctoral consortium, and other academic and social activities.

The annual conference of ICEB is an excellent opportunity for scholars to share research ideas, learn about the latest developments in the field, and engage in meaningful conversations with leading researchers from around the world. In this conference, there are over 200 registered scholars from 16 countries or regions. This year, the Best Paper Award Committee selected 12 papers to receive the awards. The sessions containing these papers are identified in the program schedule, and participants are encouraged to attend these sessions and interact with the award-winning authors.

Finally, on behalf of the entire Conference Committee, we sincerely thank you for attending ICEB 2026 in Beijing. Without your participation, this conference would not be possible. We also thank all keynote speakers, presenters, reviewers, program committee members, Best Paper Award Committee members, track chairs, session chairs, sponsors, co-organizers, and volunteers who have contributed their time and effort to this conference. We are especially grateful to Beihang University and the School of Economics and Management for their generous support in hosting ICEB 2026. We hope you enjoy the academic program, the campus of Beihang University, and the city of Beijing. We look forward to fruitful discussions during the conference and to seeing you again at future ICEB conferences.

Sincerely yours,

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Prof. Douglas Vogel
Harbin Institute of Technology

Prof. Ying Fan
Beihang University

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City University of Hong Kong

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International Journal of Electronic Business, UK

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Co-Organizers:

International Research Center for Complexity Sciences, Hangzhou International Innovation Institute, Beihang University
Global Electronic Business Research Center, Chung Cheng University
Association for Information Systems

Sponsors:

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The SESC Information Systems Engineering Technical Committee (CNAIS)
Committee for Industrial Digital-Intelligent Transformation and Innovation Management, China Information Economics Society
Association for AI and Management, Society of Management Science and Engineering of China
Committee for Human-AI Interaction and Experience, Chinese Ergonomics Society
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ICEB 2026 Track Chairs:

ICEB 2026 features multiple tracks, including special tracks and regular tracks.

Special Tracks

1. AI and LLM in Marketing: User Experience, Trust and Decision Behavior
   Chair: Beiping Tan, Minglue Technology Group and Miaozhen Marketing Research Institute
   Chair: Ronggang Zhou, Beihang University
2. AI Healthcare Innovation, Adoption and Diffusion
   Chair: Zhong Yao, Beihang University
   Chair: Yuanhong Ma, Harbin Institute of Technology
3. AI in FinTech and RegTech
   Chair: Junhuan Zhang, Beihang University
   Chair: Yunchuan Sun, Beijing Normal University
   Chair: Jiaqi Wen, Dongbei University of Finance and Economics
4. AI in Live Streaming E-Commerce
   Chair: Jichang Zhao, Beihang University
   Chair: Yang Yang, Beijing Information Science & Technology University
5. AI-Driven Innovation Platforms and Organizational Transformation
   Chair: Lele Kang, Nanjing University
   Chair: Jing (Elaine) Chen, Beihang University
   Chair: Chenxi Li, Beihang University
   Chair: Jun Zhang, Monash University
   Chair: Bei Luo, Beijing Normal-Hong Kong Baptist University
6. AI-Driven Sustainable E-Commerce and Green Consumption Innovations
   Chair: Rui Wang, China University of Petroleum (Beijing)
   Chair: Ruizhi Wang, Beijing University of Chinese Medicine
   Chair: Yao Wang, China University of Geosciences (Beijing)
   Chair: Ying Bao, China University of Petroleum (Beijing)

Chair: Li Wan, Beijing Institute of Mathematical Sciences and Applications
Chair: Kaidi Wan, China University of Mining and Technology

7. AI-Enabled Services and Consumer Behavior on Digital Platforms
   Chair: Liangbo Zhang, City University of Macau
   Chair: Fang Wang, Wilfrid Laurier University, Canada
   Chair: Yangming Wu, Macau University of Science and Technology
   Chair: Bowen Zhang, Southern University of Science and Technology
8. AI-Generated Content (AIGC) and Consumer Engagement
   Chair: Zhong Yao, Beihang University
   Chair: Jing Luan, Beijing Jiaotong University
   Chair: Biao Xu, University of Science and Technology Beijing
9. Behavioral Dynamics and Governance of GenAI in Digital Commerce
   Chair: Pengzhen Yin, Hefei University of Technology
   Chair: Ting Xu, Southern University of Science and Technology
10. Beyond Assistance: Reshaping Knowledge Flow and Collaborative Innovation through Agentic AI in E-Business
    Chair: Xin Wei, Beijing University of Technology
    Chair: Wei Zeng, Hunan University
    Chair: Zhiyong Li, Communication University of China
11. Causal Prediction, and Multi-objective Optimization: Towards Robust Intelligent Decision-*making for Complex E-commerce Systems*
    Chair: Zhen Peng, China University of Geosciences (Beijing)
    Chair: Ying Hua, University of International Business and Economics
    Chair: Guowei Hua, Beijing Jiaotong University
12. Digital Marketing and Consumer Behavior
    Chair: Lin Liu, Beihang University
    Chair: Jinsong Huang, Beihang University
    Chair: Qionglei Yu, Newcastle University
13. Digital Resilience and Sustainability
    Chair: Wenyu (Derek) Du, Beihang University
    Chair: Fang Su, Jinan University
    Chair: Tara Qian Sun, University of Chinese Academy of Sciences
    Chair: Dan Zhang, Nankai University
14. Digital Transformation and Organizational Change
    Chair: Liang Li, University of International Business and Economics
    Chair: Chunping Deng, Beijing Technology and Business University
    Chair: Mengling Yan, University of Posts and Telecommunications
    Chair: Xiaohao Zhou, Guangdong University of Technology
15. GenAI in Managing Online Chaos
    Chair: Pengkun Wu, Sichuan University
    Chair: Honglin Deng, Hong Kong Baptist University
    Chair: Lin Zhang, Northwestern Polytechnical University
    Chair: Yuanyuan Wu, Southwestern University of Finance and Economics
    Chair: Qingyun Xu, The Hong Kong Polytechnic University
16. Generative AI in Electronic Commerce: Transforming Business Models and Consumer Experiences
    Chair: Liqiang Huang, Zhejiang University
    Chair: Yuewen Liu, Xi'an Jiaotong University
    Chair: Xue Yang, Nanjing University
    Chair: Yingda Lu, University of Illinois Chicago
17. Governing the Cyberspace Content in the Age of AI
    Chair: Renee Rui Chen, Shenzhen University
    Chair: Xiao-Liang Shen, Wuhan University
    Chair: Yangjun Li, Beijing Institute of Technology

18. Immersive Technologies in E-Business
    Chair: Zhao Du, Beijing Sport University
    Chair: Fang Wang, Wilfrid Laurier University
    Chair: Shan Wang, University of Saskatchewan
    Chair: Zhen Zhu, China University of Geosciences (Wuhan)
    Chair: Shuang Geng, Shenzhen University
19. Low-Altitude Economy and Management
    Chair: Zhongfeng Qin, Beihang University
    Chair: Zhuzhu Song, China Agricultural University
    Chair: Wan Tian, Peking University
20. Trustworthy AI and Privacy-Preserving Computing in Electronic Business: Technical Innovations *and Managerial Insights*
    Chair: Xiong Zhang, Beijing Jiaotong University
    Chair: Wilson Li, Deakin University
    Chair: Maoning Wang, Central University of Finance and Economics
21. Western Digital Economy
    Chair: Yingzhao He, Northwest Normal University
    Chair: Ying Zhao, Sichuan University
    Chair: Bingzhen Sun, Xidian University
    Chair: Tianjian Li, Northwest Normal University
    Chair: Dan Ma, Southwestern University of Finance and Economics
22. AI-Driven Operations and Resilience Management in Live Streaming E-commerce
    Chair: Ziqiong Zhang, Harbin Institute of Technology
    Chair: Jianbin Li, Huazhong University of Science and Technology
    Chair: Hui Zhu, Guangzhou University
    Chair: Chenwei Li, Xi'an Jiaotong-Liverpool University
    Chair: Hongming Gao, Guangzhou University

Regular Tracks

1. AI and its applications
    Chair: Xudong Luo, Guangxi Normal University
    Chair: Bei Luo, Beijing Normal-Hong Kong Baptist University
    Chair: Yang Kai, Shenzhen University
2. Big data analytics and precision analytics
    Chair: Chris Westland, University of Illinois
    Chair: Albert Huang, University of the Pacific
    Chair: Teng Ma, Xi'an Jiaotong-Liverpool University
    Chair: Mengli Yu, Nankai University
3. Blockchain and FinTech
    Chair: Aijaz A. Shaikh, UCSI University
    Chair: Shih-Wei Liao, Taiwan University
    Chair: Ravi S. Sharma, Zayed University
    Chair: Mengyao Fu, Laboratory for AI-Powered Financial Technologies Limited
    Chair: Yedong Wang, Laboratory for AI-Powered Financial Technologies Limited
4. Collaborative commerce and sharing economy
    Chair: Yue Guo, Southern University of Science and Technology
    Chair: Larry F.K. Chang, Kaohsiung University of Science and Technology
5. Cross-border e-commerce
    Chair: Chong Guan, Singapore University of Social Sciences
    Chair: Xiaoyu Xu, Xi'an Jiaotong University
6. Digital collaborations
    Chair: Fangfang Hou, Xi'an Jiaotong-Liverpool University

Chair: Yueqiu Hu, University of Nottingham Ningbo China

7. Digital marketing and consumer behavior
   Chair: Jesús Garcia-Madariaga, Universidad Complutense de Madrid
   Chair: Vandana Ahuja, Symbiosis Institute of Business Management
   Chair: Xiaofei Song, Beijing Normal-Hong Kong Baptist University
   Chair: Shuning Zheng, University of Nottingham Ningbo China
8. Digital transformations and innovation
   Chair: John Hamilton, James Cook University
   Chair: Claude Liu, Heriot-Watt University Dubai
   Chair: Yuting Wang, Shanghai University
   Chair: Jie Fang, University of Nottingham Ningbo China
9. E-business cultural and social issues
   Chair: Sijia (Catherine) Ma, Tilburg School of Economics and Management
   Chair: Poonacha Medappa, Tilburg University
   Chair: Ruonan Sun, Lancaster University
10. E-business education and e-learning
    Chair: Francisco J. Liébana Cabanillas, University of Granada
11. E-business strategies and models
    Chair: Feng Li, Bayes Business School, City, University of London
    Chair: Alain Chong, University of Nottingham Ningbo China
    Chair: Ooi Keng Boon, UCSI University
12. E-entrepreneurship and innovations
    Chair: Stuart Orr, Melbourne Institute of Technology
    Chair: Hangjung Zo, Korea Advanced Institute of Science and Technology
13. E-healthcare and gerontechnology
    Chair: Pei Lee Teh, Monash University (Malaysia)
    Chair: Yu-Hsiu Lin, Chung Cheng University
    Chair: Jun Zhang, Wuhan University
    Chair: Wu Jiang, Wuhan University
14. Human computer interaction
    Chair: Boying Li, University of Nottingham Ningbo China
    Chair: Camen Teh, NEOMA Business School
15. IS innovation, adoption and diffusion
    Chair: Na Jiang, Beijing Normal-Hong Kong Baptist University
    Chair: Xiaohui Liu, University of Shanghai for Science and Technology
16. IT ethics and data governance
    Chair: Ibrahim M. Al-Jabri, King Fahd University of Petroleum and Minerals
17. Knowledge management and sharing
    Chair: Michael C.L. Chau, University of Hong Kong
18. New technology adoption and diffusion
    Chair: Timon C. Du, CUHK Business School
19. Security and privacy issues
    Chair: Chien-Ming Chen, Harbin Institute of Technology
    Chair: Hu Xiong, University of Electronic Science and Technology of China
    Chair: Jingzhi Zhang, Beijing Normal-Hong Kong Baptist University
    Chair: Hemin Jiang, University of Science and Technology of China
20. Smart cities and Internet of Things
    Chair: Honglei Li, Northumbria University
21. Smart homes and smart technologies
    Chair: Davit Marikyan, University of Bristol
22. Social media and social computing
    Chair: Qionglei Yu, Newcastle University (UK)
    Chair: Qiong Jia, Hohai University Business School

23. Supply chain management and e-logistics
    Chair: Jao-Hong Cheng, Yunlin University of Science and Technology
    Chair: Benjamin Yen, University of Hong Kong
    Chair: Zhao Cai, University of Nottingham Ningbo China
    Chair: Meng Chen, University of Science and Technology of China
24. Virtual communities and social commerce
    Chair: Victor Chen, Cheng Kung University
    Chair: Hsinlu Chang, Chengchi University
25. Web mining and recommendation systems
    Chair: Cooper C. Y. Ku, Yang Ming Chiao Tung University
    Chair: Qiang Ye, University of Science and Technology of China
26. Other related issues
    Chair: Wei-Hsi (Frank) Hung, Chengchi University

Keynote I

Robert M. Davison, Ph.D.
Professor of Information Systems at City University of Hong Kong
Editor-in-Chief, *Information Systems Journal*
Editor-in-Chief, *Information Systems Practice Journal*
Former Editor-in-Chief, *Electronic Journal of Information Systems in Developing Countries*

Title: "Research Integrity Matters: A Journal Editor's Perspective"

Time: July 18, Saturday, 10:15-11:00

Abstract:

In this seminar, I will explore in some depth the nature of research integrity, primarily from my perspective as a journal editor. Matters of integrity are always with us, especially in a research context where multiple stakeholders could be harmed if integrity is not upheld, yet also where there are many pressures acting upon us that might cause our integrity to slip. These include the now notorious publish-or-perish injunction, the desire to report something that didn't actually happen (but should have happened), and the tendency to fabricate, even unconsciously, when writing fast. Less appreciated problems include inappropriate referencing (name dropping) and unfriendly reviewing. The current infatuation with Generative AI tools has added fresh fuel to the fire that threatens to consume our integrity and will accordingly be afforded more attention in this talk. My intention is to provoke the audience into a debate since many of these areas are deeply contentious, and I fully expect that some people will, more or less vehemently, disagree with me!

Biographical notes:

Robert Davison is a Professor of Information Systems at the City University of Hong Kong and a Fellow of the AIS. His research focuses on the use and misuse of information systems, especially with respect to problem solving, guanxi formation, and knowledge management. He is particularly known for his scholarship in the domain of action research. Robert is the Editor-in-Chief of the Information Systems Journal, Information Systems Practice Journal, and the former Editor-in-Chief of the Electronic Journal of Information Systems in Developing Countries. He is also Chair of IFIP's Technical Committee 9 (ICT and Society). As a researcher and as an editor, he seeks to promote both an inclusive and an indigenous perspective to research.

Keynote II

Junjie Wu, Ph.D.
Professor and Dean
School of Economics and Management at Beihang University
Director, Key Laboratory of Data and Decision Intelligence,
Ministry of Industry and Information Technology

Title: "Agentic Commerce: A New Frontier for Business Research in the Era of AI"

Time: July 18, Saturday, 11:00-11:45

Abstract:

The rise of LLM agents is reshaping the foundations of digital commerce. In agentic commerce, LLM agents act on behalf of consumers, firms, and platforms to autonomously discover products, evaluate options, negotiate terms, and execute transactions, which challenges the longstanding assumptions about how markets function and how value is created and captured. This keynote presents a forward-looking synthesis of agentic commerce as an emerging research frontier. I first delineate its conceptual boundaries and outline the underlying technological stack, including agentic LLMs, multi-agent systems, and the emerging interoperability and payment protocols. I then review recent research progress across several business domains, such as consumer behavior, pricing, and advertisement, and discuss the central role of trust, safety, identity, and accountability in determining whether this paradigm can scale. I close by proposing a research agenda for the business research community, arguing that agentic commerce offers a rare opportunity to shape both the theory and the institutional architecture of the next era of commerce.

Biographical notes:

Junjie Wu is currently a Professor and the Dean of the School of Economics and Management at Beihang University. He serves as a Member of the University Academic Committee, Principal Professor of the Management Science and Engineering discipline, and Director of the Key Laboratory of Data and Decision Intelligence, Ministry of Industry and Information Technology. Prof. Wu has been awarded the National Natural Science Foundation of China for Distinguished Young Scholars, the Beijing Distinguished Young Scholar Program, four first prizes in provincial and ministerial-level scientific and technological achievements, and the Outstanding Achievement Award in Humanities and Social Sciences of the Ministry of Education. He holds important academic positions, including the Member of the 8th Discipline Evaluation Group (Management Science and Engineering) of the Academic Degrees Committee of the State Council, the Chairman of the Committee for Artificial Intelligence Technology and Management Application of the Chinese Society of Management Science and Engineering, and Editorial Board Members of several authoritative journals including Fundamental Research, Journal of Management Science in China, and Management World. Prof. Wu obtained his bachelor's, master's, and doctoral degrees from Tsinghua University. He has long been engaged in interdisciplinary research at the intersection of management science, information technology, and applied fields, with primary research interests in data and decision intelligence, industrial and business intelligence, and social and urban governance. He has presided six national major/key research projects, published nearly ten papers in UTD24 journals, including MISQ, ISR, and JOC, and more than fifty papers in CCF-A journals and conferences such as TPAMI, TKDE, TIFS, TDSC, KDD, NeurIPS, and AAAI. He has also authored four Chinese monographs and one English monograph, and holds nearly thirty national invention patents. His academic and industrial insights have been featured in major media outlets such as Guangming Daily and Dahe Daily. Prof. Wu has developed more than ten data intelligence software and hardware systems, which have been widely applied in government departments and enterprises across social governance, smart cities, fintech, and business intelligence sectors.

Keynote III

Christy Cheung, Ph.D.
Chair Professor, Director of the Research Office
Hong Kong Baptist University
Editor-in-Chief of Internet Research

Title: "Technology Use, Successful Aging, and Well-Being: Core Pillars of Our Research Program on Aging Populations"

Time: July 19, Sunday, 09:00-09:45

Abstract:

As the global population ages at an unprecedented rate, the intersection of technology use and successful aging has emerged as a critical area for scholarly inquiry and societal impact. This talk articulates the foundational pillars of our empirically driven research program - technology use, successful aging, and well-being - which collectively constitute an integrative framework for tackling the complex biopsychosocial challenges confronting aging populations in Hong Kong and analogous super-aged societies worldwide. Rather than relying on deterministic narratives of technology adoption, our program takes a nuanced, capability-oriented view of digital empowerment. It shows how human-centered technological interventions and online ecosystems can support psychosocial adaptation, promote eudaimonic flourishing, and help retirees move from passive care recipients to active agents of their own longevity. This research program advances the science of successful aging while providing actionable insights for policymakers, technology designers, and community stakeholders.

Biographical notes:

Christy M. K. Cheung is a Chair Professor in Information Systems and Digital Innovation Management at Hong Kong Baptist University, where she also serves as Director of the Research Office. She is the recipient of the prestigious RGC Senior Research Fellowship, securing HK$7.8 million in funding over five years, and has an outstanding track record of competitive research funding, having served as Principal or Co-Investigator on more than 30 grants totaling over HK$18 million. Her research focuses on digital wellness and safety, digital health and well-being, and workplace diversity, equity, and inclusion. Professor Cheung has published over 200 refereed articles in leading journals, including MIS Quarterly, Information Systems Research, and Journal of Management Information Systems. Her work has been widely recognized, with over 40,000 citations, an h-index of 79, repeated designation as a Highly Cited Researcher, and ranking among the World's Top 2% of scholars in Information Systems. Professor Cheung is the Editor-in-Chief of Internet Research and holds senior editorial roles at major IS journals, including Information Systems Research, Journal of the Association for Information Systems, and Journal of Strategic Information Systems. She has received multiple awards for research excellence and service, including Best Paper Awards at ICIS and outstanding reviewer recognitions. An experienced academic leader, she has served in senior roles across major IS conferences and has successfully supervised PhD graduates who now hold academic positions at leading universities.

Keynote IV

Yi-Cheng Zhang, Ph.D.
Member of Academia Europaea
Director, Alibaba Research Center for Complexity Sciences
Advisor to Alibaba's Artificial Intelligence Division

Title: "Next Phase of the AI Revolution—
Personal Assistant and How It Enables Us and How It May Reshape Our Life"

Time: July 19, Sunday, 09:45-10:30

Abstract:

Artificial intelligence is no longer just changing how we work; it is reshaping how we learn, decide, create, and interact with the world. General-purpose AI has made knowledge instantly accessible and is beginning to replace many traditional skills. Its efficiency is remarkable, but it also raises a deeper concern: if machines can provide faster and better answers, will humans gradually lose the motivation to learn, the ability to judge, and the confidence to create? The next phase of the AI revolution may therefore lie not only in making AI more powerful, but in empowering individuals. A trusted Personal Assistant, or PA, could understand a person's interests, abilities, habits, and long-term goals. Rather than simply completing tasks, it could filter information, support better decisions, protect motivation, and guide meaningful growth. Working with general-purpose AI, PAs may reshape everyday life, consumer markets, social relationships, and collaboration by enabling better matching between people, opportunities, products, and ideas. This presentation also serves as an outline of the new book *The Faint Candle—The PA Era and the Rise and Fall of Humanity*.

Biographical notes:

Yi-Cheng Zhang, Member of Academia Europaea, is the first PhD student of Professor Giorgio Parisi (2021 Nobel Prize in Physics laureate). One of the major contributions recorded in his award certificate is the famous KPZ (Kardar-Parisi-Zhang) equation. As a pioneer in complexity science, his research spans physics, finance, information science, and AI, with more than 37,000 Google Scholar citations. He has established his own academic school and supervised nearly 40 doctoral students and postdoctoral researchers in China, including distinguished young scholars Zhou Tao, Lv Linyuan, and Zhang Zike. In recent years, as Director of the Alibaba Research Center for Complexity Sciences and an advisor to Alibaba's Artificial Intelligence Division, he has been dedicated to research on AI-powered Personal Assistants for 11 years. He has envisioned that the second phase of the AI revolution will be the technological empowerment for everyone, a prediction that was formulated considerably earlier than those by leading figures such as Bill Gates.

ICEB2026 Doctoral Consortium Program

Date: 17 July 2026 (Friday)

Venue: Beihang University

Chair: Christy Cheung (Hong Kong Baptist University)

DC Mentors: Group 1 - Zach LEE (City University of Hong Kong)
Group 2 - Jason Bennett THATCHER (University of Colorado Boulder)
Group 3 - Xiao-Liang SHEN (Wuhan University)
Group 4 - Yu TONG (Zhejiang University)

Dress Code: Smart casual

Doctoral Consortium Faculty Mentors:

1. Professor Jason Bennett Thatcher

Biographical notes:

Jason Bennett Thatcher is the Tandean Rustandy Esteemed Professor at the Leeds School of Business, University of Colorado Boulder, and a Full Professor at Alliance Manchester Business School, University of Manchester. He is an Honorary Professor at the University of Nottingham Ningbo China with visiting appointments at multiple international universities. His research examines how individuals, organizations, and societies design, use, and govern information technologies, with a particular focus on cybersecurity, social media, digital work, and senior leadership. He has published extensively in leading international journals and serves as Senior Editor for MIS Quarterly with long-standing academic ties across China, Europe, and North America.

2. Professor Christy M.K. Cheung

Biographical notes:

Christy M. K. Cheung is a Chair Professor in Information Systems and Digital Innovation Management at Hong Kong Baptist University, where she also serves as Director of the Research Office. She is the recipient of the prestigious RGC Senior Research Fellowship, securing HK$7.8 million in funding over five years, and has an outstanding track record of competitive research funding, having served as Principal or Co-Investigator on more than 30 grants totaling over HK$18 million. Her research focuses on digital wellness and safety, digital health and well-being, and workplace diversity, equity, and inclusion. Professor Cheung has published over 200 refereed articles in leading journals, including MIS Quarterly, Information Systems Research, and Journal of Management Information Systems. Her work has been widely recognized, with over 40,000 citations, an h-index of 79, repeated designation as a Highly Cited Researcher, and ranking among the World's Top 2% of scholars in Information Systems. She is the Editor-in-Chief of Internet Research and holds senior editorial roles at major IS journals.

3. Associate Professor Zach W. Y. Lee

Biographical notes:

Zach W. Y. Lee is an Associate Professor in the Department of Information Systems at the College of Business, City University of Hong Kong. Prior to this role, he conducted research and taught at the University of Nottingham, Durham University, and the University of Leicester. His research interests encompass responsible information technology (IT) use at both the individual and organizational level, as well as IT and consumer behaviors. He received the AIS Early Career Award and has received Best Associate Editor Awards from various international journals and conferences. His developed

scales for measuring massively multiplayer online game addiction have been included in the PsycTESTS database. He serves as a senior editor for Internet Research and as an associate editor for the Information Systems Journal.

4. Professor Xiao-Liang Shen

Biographical notes:

Dr. Xiao-Liang Shen is a Professor at the School of Information Management, Wuhan University, where he serves as the Director of the Center for Journals and Academic Exchange. Dr. Shen has been recognized as an Elsevier Highly Cited Researcher in China. His research interests include user information behavior, online information governance, and human-AI interaction and collaboration. His work primarily focuses on the challenges of harmful online information and the negative impacts of information technology. He has published over 100 papers in international journals and conferences, with over 6,400 citations on Google Scholar and an H-index of 33. He currently serves as the Executive Editor of Data and Information Management and Senior Editor of Internet Research.

5. Professor Yu Tong

Biographical notes:

Yu Tong is a professor in Information Systems at the School of Management, Zhejiang University. Her research interests cover health information technology, the use and management of information systems, and emerging forms of digital collaboration. Her work has been published in top journals such as MIS Quarterly, Information Systems Research, Production and Operations Management, and Journal of Management Information Systems. She has chaired several grants, including the Outstanding Youth Fund from the National Natural Science Foundation of China. She serves (has served) as the AE or ERB member for several leading IS journals and received an Early Career Award from the Hong Kong University Grants Committee.

ICEB 2026 Doctoral Consortium Program Schedule

Date: 16 July 2026			
Registration: DC mentors, DC guests, and DC students			1st Floor, Block A, New Main Building
Date: 17 July 2026			
Time	Activities		Venue
09:00-09:10	**Opening and Welcome Messages** (Christy Cheung)		Room A622, New Main Building
09:10-09:50	**Keynote Speech** (Jason Bennett Thatcher)		Room A622, New Main Building
09:50-10:00	*Coffee Break*		
10:00-12:00	**Parallel sessions**	Session A	Room A622, New Main Building
		Session B	Room A612, New Main Building
12:15-14:00	Lunch		Hangwei Restaurant
14:00-15:00	**Campus Tour**		
15:15-15:30	*Coffee Break*		
15:30-17:00	**Parallel sessions**	Session C	Room A622, New Main Building
		Session D	Room A612, New Main Building
17:00-17:45	**Panel Session**		Room A622, New Main Building
18:00-20:00	DC Dinner		Hangwei Restaurant

Session A (10:00-12:00) - DC mentors and students

Venue: Room A622, New Main Building

Time	Papers	Mentors
10:00-10:30	Configurational Effects of Policy Instruments on Future Industry Development: A Dynamic fsQCA Analysis of Chinese Provinces **Group 1 - Xueying Wang (Beihang University)**	Zach Lee (Group 1) Jason Bennett Thatcher (Group 2)
10:30-11:00	Does Prior English Proficiency Still Matter in the Age of Generative AI? A Three-Wave Time-Lagged Study of AI Use, Work Self-Efficacy, and Job Crafting in Cross-Border E-Commerce **Group 1 - Dandan Liu (University of International Business and Economics)**	
11:00-11:30	How Do Green Nudges in Mobile Applications Influence the Size of the Active User Base? Integrating Motivation and Information Foraging Theories **Group 2 - Haolan Yan (Northwestern Polytechnical University)**	
11:30-12:00	The Implications of AI Recruiting for Workplace Diversity, Equity, and Inclusion: Exploring Opportunities and Addressing Algorithm Aversion **Group 2 - Grace Yuekun Gao (Hong Kong Baptist University)**	

Session B (10:00-12:00) - DC mentors and students

Venue: Room A612, New Main Building

Time	Papers	Mentors
10:00-10:30	When Bricks Meet Tokens: The Spillover Effect of Tokenized Estate on the Real Estate Market **Group 3 - Mengyuan Fang (Harbin Institute of Technology)**	Xiao-Liang Shen (Group 3) Yu Tong (Group 4)
10:30-11:00	Machine Learning-Based Depression Prediction in Older Adults **Group 3 - Xi Zhou (Hong Kong Baptist University)**	
11:00-11:30	AI vs. Human Replies in Influencer Marketing: The Role of Comment Motives in Shaping Consumer Evaluations **Group 4 - Jinming Dang (City University of Hong Kong)**	
11:30-12:00	Multimodal Social Isolation and Loneliness Risk Detection and Classification Framework for Older Chinese Adults **Group 4 - Hao Song (Hong Kong Baptist University)**	

Session C (15:30-17:00) - DC mentors and students

Venue: Room A622, New Main Building

Time	Papers	Mentors
15:30-16:00	From Static to Conversational AI: How Interaction Shapes Strategic Change Under Equivocality **Group 1 - Jinghui Li (Southern University of Science and Technology)**	Zach Lee (Group 1) Jason Bennett Thatcher (Group 2)
16:00-16:30	How do Digital Technology Companies Address the Digital Management Paradox of Efficient Data Circulation and Security Compliance: A Case Study of China Unicom System Integration Limited Corporation **Group 2 - Man Tian (Beihang University)**	
16:30-17:00	A Glance When Vulnerable: The Roles of Counselors' Profile Pictures on Online Mental Healthcare Platforms **Group 2 - Chengxi Sun (Zhejiang University)**	

Session D (15:30-17:00) - DC mentors and students

Venue: Room A612, New Main Building

Time	Papers	Mentors
15:30-16:00	From Passive Recipients to Active Prosumers: A Rapid Qualitative Analysis of the Need Gratification Process among Older Adult Users of a P2P Timebanking App **Group 3 - Aron Cheung (Hong Kong Baptist University)**	Xiao-Liang Shen (Group 3) Yu Tong (Group 4)
16:00-16:30	The Impact of AI-Generated Summaries on Online Investment Communities: Evidence from Analyst Behavior, Retail Engagement, and Bots **Group 4 - Yuhong Zhan (Harbin Institute of Technology)**	
16:30-17:00	The Diffusion and Competition of Blockchain Open Source Software: Evidence from Developer Participation **Group 4 - Jiaxin Wang (Nanjing University)**	

Workshop 1: AI for Business

Date: 17 July 2026 (Friday)

Time: 09:00-11:10

Venue: Room A1128, New Main Building, Beihang University

Co-Chairs: Guannan Liu, Beihang University
Xiao Han, Beihang University

09:00-09:30	1 - Hu Yang, Central University of Finance and Economics
09:30-10:00	2 - Lingli Wang, Renmin University of China
10:00-10:10	Coffee Break
10:10-10:40	3 - Yue Guan, Communication University of China
10:40-11:10	4 - Fei Peng, Beihang University

1. Speaker: Hu Yang, Central University of Finance and Economics

Title: Social Network Data-Driven Research: Formation Mechanisms of Syndicated Investments among Venture Capital Firms in China

Abstract:

Syndicated investment behavior among venture capital (VC) firms exhibits pronounced networked and heterogeneous characteristics. VC firms differ in their investment preferences across industries and regions, making it difficult for analyses based on a single network to adequately capture the complex relational structure and edge formation mechanisms. Therefore, effectively integrating multi-source investment network information with heterogeneous structural features, and identifying the structural roles of VC firms within co-investment networks, remains an important problem in social network analysis. This study proposes a data-driven modeling framework that integrates multi-dimensional heterogeneous features. From multiple perspectives, it characterizes VC firms' investment behavior patterns and relational embedding structures, with a particular focus on investigating the underlying driving factors of co-investment edge formation, thereby revealing the mechanisms governing syndicated investment relationships among VC firms.

Biographical notes:

Hu Yang is Professor and Vice Dean of the School of National Data Engineering and Security at the Central University of Finance and Economics, and a doctoral supervisor. He received his Ph.D. in Statistics from Renmin University of China in 2014. He has also been a visiting scholar at the School of Public Health, Aarhus University (Denmark), the Division of Biostatistics, University of Minnesota (USA), and Hokkaido University (Japan).

His research focuses on complex data analysis, social computing, and intelligent decision-making, with an emphasis on applying big data methodologies to public administration, healthcare, and interdisciplinary fields. He has led more than 20 research projects, including the National Social Science Fund Post-Funded Project, the National Natural Science Foundation of China Youth Program, and key projects of the National Bureau of Statistics. He has also led the development of a national first-class undergraduate course, R Language for Data Analysis and Data Mining.

His research spans statistical learning, bioinformatics, data mining, and intelligent decision-making. He has published in leading international journals such as Nature, Decision Support Systems, Statistics in Medicine, Bioinformatics, Information Sciences, and Information Processing & Management.

2. Speaker: Lingli Wang, Renmin University of China

Title: Effects of Algorithm Dysfunction in Human − Algorithm Collaboration: Evidence from a Field Experiment

Abstract:

Algorithm Dysfunction, a phenomenon where algorithms temporarily fail to perform their tasks, is common in human-algorithm collaborations. This work empirically investigates the impact of algorithm dysfunction on collaboration performance through a field experiment in the logistic industry. The results show that algorithm dysfunction undermines collaboration performance. Notably, this negative effect does not completely recover even after the algorithm is restored to normal functioning. The occurrence of algorithm dysfunction can encourage users with a higher initial level of reliance to overcome overreliance and invest more effort in evaluating and improving algorithmic recommendations.

Biographical notes:

Lingli Wang is an associate professor at the School of Information, Renmin University of China. She earned her PhD in management science and engineering from Tsinghua University. Her research interests include human-AI interaction and user behavior in information systems. Her research work appears in journals such as MIS Quarterly, Information Systems Research, and Production and Operations Management.

3. Speaker: Yue Guan, Communication University of China

Title: Meaning and Signal: AI Video Analytics of Sponsored Short Videos

Abstract:

Sponsored videos in short-video platforms increasingly integrate brand-controlled sponsored messages into influencer-generated organic content, creating tension between brands' need to communicate commercial signals and influencers' need to maintain engaging content. As a result, the transition from organic to sponsored content becomes a critical mechanism for reconciling this tension. Drawing on cognitive processing theory, we distinguish between semantic and sensory cues, which are processed through different cognitive mechanisms. We argue that semantic congruence between organic and sponsored content enhances engagement by preserving meaning continuity and increasing processing fluency, whereas sensory variation enhances engagement by serving as a boundary cue that facilitates event segmentation without disrupting meaning construction. Using a large-scale dataset of sponsored videos from Xiaohongshu, we find that both semantic congruence and sensory variation increase user engagement, highlighting the importance of simultaneously preserving meaning and signaling content transitions. Further analyses show that influencer topical diversification, historical sponsorship intensity, and content entertainment orientation attenuate these effects. This study advances influencer marketing research by demonstrating that effective sponsorship integration requires content to remain meaningfully connected to surrounding content while perceptually signaling a distinct commercial segment.

Biographical notes:

Yue Guan is an associate professor at the School of Economics and Management, Communication University of China. Her research interests include business intelligence, media analytics, large language models, and AI agents. Her work has been published in leading journals and conferences, including Information Systems Research, ACM Transactions on Knowledge Discovery from Data, Decision Support Systems, Journal of Management Science and Engineering (in Chinese), etc. She has served as the principal investigator for two research projects funded by the National Natural Science Foundation of China (NSFC). She was recognized as a Young Innovative Talent by the National Radio and Television Administration of China and serves on the Editorial Review Board of Decision Sciences.

4. Speaker: Fei Peng, Beihang University

Title: Digital Phenotyping-based Depression Detection in the Presence of Comorbidity: An Uncertainty Reasoning Approach

Abstract:

Depression is a growing health and societal problem that has become increasingly prevalent and burdensome. The detection or diagnosis of depression has been very challenging, especially for patients with other comorbidities. Digital phenotyping has emerged as a promising tool for automatic depression detection from user behavior data collected by sensors. However, existing digital phenotyping-based detection of depression has not considered the diagnostic uncertainty caused by similar symptoms shared between depression and other comorbidities, which may negatively affect detection accuracy. We propose a novel deep learning model that processes and fuses data from multiple sensors and addresses the diagnostic uncertainty based on evidence theory. We evaluate the proposed model against state-of-the-art

models using sensor data. Our work makes significant contributions to design science research by proposing new AI-based artifacts to deal with uncertainty and to mental health research by improving the accuracy of depression detection in the presence of comorbidity.

Biographical notes:

Fei Peng is an assistant researcher at the School of Economics and Management, Beihang University. His research areas include digital intelligent health, data mining, and computational design science. He has published more than 10 papers in leading international journals and conferences, including JMIS, DSS, HICSS, and CIST. He is currently the principal investigator of one National Natural Science Foundation of China Youth Student Basic Research Program (Ph.D. level) project, and has participated in several projects funded by the National Natural Science Foundation of China, including major programs, key projects, key international (regional) collaboration projects, and national key R&D programs.

Panel 1: Global Cooperation in AI Governance: Interdisciplinary Pathways toward Security, Innovation, and Social Harmony

Date: 17 July 2026 (Friday)

Time: 09:00-11:30

Venue: Room A1148, New Main Building, Beihang University

Panel Chairs: Di Wang, Renmin University of China
Xingkun Liang, Peking University
Yi Bu, Peking University

09:00-10:10	1 - Xi Wang, Central University of Finance and Economics
	2 - Na Ta, Renmin University of China
	3 - Yang Zhang, Renmin University of China
10:10-10:20	Coffee Break
10:20-11:30	4 - Yali Peng, Renmin University of China
	5 - Yanyan Wang, University of Wisconsin-Milwaukee
	6 - Xiaoning Wang, Communication University of China

Panel Description:

Artificial intelligence (AI) has become a transformative force in digital economy, public governance, global business, and social development. As AI systems are increasingly embedded in cross-border data flows, platform ecosystems, public decision-making, enterprise expansion, and sociotechnical infrastructures, AI governance challenges have also become more complex, interconnected, and global in nature. Different countries and regions continue to diverge in their regulatory approaches, cultural perceptions of AI, legal priorities, and infrastructure strategies. These differences affect not only how AI is governed, but also how security is maintained, innovation is supported, and social harmony is sustained in a technologically mediated world.

This panel addresses these challenges through the theme “Global Cooperation in AI Governance: Interdisciplinary Pathways toward Security, Innovation, and Social Harmony.” It brings together six complementary presentations that examine AI governance from the perspectives of international standards and policy evolution, public trust shaped by culture and media, legal value conflicts and alignment in large language models (LLMs), and the opportunities and risks associated with the global expansion of AI infrastructure. Together, these perspectives highlight that AI governance is not merely a technical or regulatory issue. It is also a deeply interdisciplinary project that must reconcile national security concerns, innovation imperatives, normative diversity, and the broader goal of social stability and cooperation.

The panel will be organized as two 70-minute sessions with a 10-minute break in between. Both sessions will follow the structure of three 15-minute presentations from three panelists and one 25-minute discussion involving both the panelists and the audience. The discussion segment will include two forms of interaction. (1) The moderator will organize live audience polling based on several questions related to the panel theme. The polling results will be shared in real time and used to stimulate further conversation among the panelists. (2) The panel will include an open Q&A session, during which audience members will be invited to ask questions and offer comments. The panelists will respond not only to the audience but also to one another, enabling a dynamic and integrative discussion. This format is intended to move beyond a sequence of standalone presentations and create a genuine platform for interdisciplinary exchange.

Overall, this panel seeks to contribute to ICEB 2026 by offering a timely and interdisciplinary discussion of AI governance in a global context. It will provide participants with a deeper understanding of the institutional, legal, industrial, social, and human dimensions of AI governance, while also opening space for international dialogue on collaborative strategies for responsible AI development and use.

Panelists:

Panelist 1 (Chair): Di Wang, di.wang@ruc.edu.cn, an Associate Professor in the School of Information Resources Management, Renmin University of China. She received her PhD in Computing from Macquarie University and another PhD in Information Resources Management from Wuhan University. Her research interests include human-AI interaction, open data & open science, user behavior, and data services. She has published and reviewed in more than 30 journals, including Government Information Quarterly, Telematics and Informatics, Journal of the Association for Information Science & Technology, Journal of Information Science, Aslib Journal of Information Management, and conferences, including ASIS&T, JCDL, ICADL, ISIC, iConference, etc. She is the Co-Chair of the iSchools Women's Coalition, the founding Chair of the Asia-Pacific iSchools Next Generation Committee.

Panelist 2 (Chair): Xingkun Liang, lxk@pku.edu.cn, a tenured associate professor in the Department of Information Management at Peking University. His primary research interests include innovation ecosystems, information user studies, and digital humanities. His research has been published in leading management journals, including Academy of Management Journal and Research Policy, as well as in top Chinese and international journals in library and information science, such as the Journal of the Association for Information Science and Technology and the Journal of Library Science in China. He received the Second Prize of the 10th Ministry of Education Outstanding Scientific Research Achievement Award (Humanities and Social Sciences), the Second Prize of the 17th Shanghai Outstanding Academic Achievement Awards in Philosophy and Social Sciences, as well as the Peking University Award for Excellence in Teaching. He holds a bachelor's degree in Information Management and System with a dual degree in Economics from Peking University and a PhD in Engineering from the University of Cambridge.

Panelist 3 (Chair): Yi Bu, buyi@pku.edu.cn, an Assistant Professor at the Department of Information Management, Peking University, China. He is doing research in the application aspect of big data analytics, with a particular focus on scholarly data mining. Specifically, his research endeavors to elucidate the process of knowledge diffusion, the analysis of scholarly networks and their variants, and bibliometric indicators for research assessment. His work has been published in PNAS, Research Policy, JASIST, EPJ Data Science, and other multidisciplinary journals. He is serving as the Associate Editor-in-Chief of Editing Practice, an editorial board member of eight top-tier international journals, and an advisory board member of the Journal of the Association for Information Science and Technology. He has an undergraduate degree in Information Management and Information Systems from Peking University, an M.S. in Data Science, and a Ph.D. in Informatics from Indiana University Bloomington.

Panelist 4: Xi Wang, xiwang@cufe.edu.cn, a Professor and Associate Dean of the School of Information at the Central University of Finance and Economics (CUFE). Her research and teaching focus on data mining, business intelligence, intelligent information systems, and decision optimization. She has led numerous high-level research projects, including those funded by the National Natural Science Foundation of China and the Ministry of Finance. Beyond her research, she contributes actively to the academic community, serving as a Corresponding Expert for the journal Engineering Management and as an Editorial Board Member for Information Processing & Management (IP&M).

Panelist 5: Na Ta, tanayun@ruc.edu.cn, an associate professor at the School of Journalism and Communication, Renmin University of China. She received her doctoral degree in computer science and technology from Tsinghua University. Her current research interests include computational communication research, application and governance of Artificial Intelligence, and multimodal content. Her publications appear in international academic journals of various disciplines, including IEEE Transactions on Knowledge and Data Engineering, Computers in Human Behavior, Information, Communication & Society, etc. She is the PI and core member of several China's Natural Science Foundation projects and projects of similar levels. She teaches interdisciplinary courses such as Computational Communication, Big Data in Journalism and Communication, Application of Digital Communication Technologies, etc.

Panelist 6: Yang Zhang, zhang-yang@ruc.edu.cn, an Assistant Professor in the School of International Studies at Renmin University of China. He holds a Ph.D. in Political Science from the University of Iowa and previously served as a Postdoctoral Fellow in Comparative Politics at Washington University in St. Louis. His research interests include public opinion, political security, and quantitative methodology.

Panelist 7: Yali Peng, yalip@ruc.edu.cn, an Associate Professor at the School of Law, Renmin University of China. Her research primarily focuses on criminal law, empirical legal studies, and judicial behavior, with a particular interest in employing quantitative methods to examine sentencing decisions and the functioning of criminal justice systems. She holds a J.S.D. and LL.M. from the University of Chicago Law School, an MSc in Criminology and Criminal Justice from the University of Oxford, and dual bachelor's degrees (LL.B. and B.B.A.) from Tsinghua University. Additionally, Yali Peng is admitted to practice law in both New York State and China.

Panelist 8: Yanyan Wang, yanyanwangruc@ruc.edu.cn, Ph.D. from the University of Wisconsin-Milwaukee, USA, is currently an Associate Professor at the School of Information Resource Management, Renmin University of China. She is a registered expert of IEC SyC Smart Cites/WG1, and a researcher at the Humanities Beijing Research Center, the Research Center for Digital Humanities of RUC, and the Institute for AI Governance, all at Renmin University of China. She has led two national and provincial/ministerial level research projects, participated in more than ten national projects, published over 20 papers, and contributed to two international standards. She serves as a youth editorial board member of Knowledge Organization and a reviewer for journals including Journal of Information Science, Information Processing & Management, and Journal of Information Resources Management. Her main research interests include information behavior, data governance and data valorization, health information, and digital humanities.

Panelist 9: Xiaoning Wang, sdwangxiaoning@foxmail.com, an Associate Professor and Master’s Supervisor at the School of Data Science and Media Intelligence, Communication University of China. He leads Scholarhero, a large language model–based intelligent agent project. He is also a Research Fellow at the National Survey Research Center, Renmin University of China; Secretary-General of the Artificial Intelligence Branch of the Commerce Statistical Society of China; Vice Chair of the Statistical Culture and History Branch of the Chinese Association for Applied Statistics; and Secretary-General of the Capital of Statistics. He received his Ph.D. in Statistics from Renmin University of China. His research interests include large language models, sampling design, statistical machine learning, and text mining. He has led multiple projects funded by social science foundations, the Ministry of Education, and the National Bureau of Statistics, published over 20 SCI and CSSCI papers, and participated in numerous large-scale social survey projects.

Workshop 2: User Well-being and Social Good in the AI Era

Date: 17 July 2026 (Friday)

Time: 14:30-16:40

Venue: Room A1128, New Main Building, Beihang University

Chair: Zhijun Yan, Beijing Institute of Technology

Co-Chairs: 1 - Liuan Wang, Beijing Institute of Technology
2 - Wenlong Liu, Nanjing University of Aeronautics and Astronautics
3 - Yangjun Li, Beijing Institute of Technology

14:30-15:00	1 - Hongchuan Wang, Tsinghua University
15:00-15:15	#301 Shijie Zhao, Jing Li and Li Li "Open Authorization and High-Quality Operation in Public Data Authorized Operation: An Evolutionary Game Analysis"
15:15-15:30	#303 Lei Zhang "AIGC-Enabled Form Design of Special-Shaped Cultural Brush Racks: Evidence from an SOR–SEM Framework"
15:30-15:40	Coffee Break
15:40-16:10	2 - Pengyi Zhang, Peking University
16:10-16:25	#304 Xuezhu Xiong and Huiying Gao "Continuance Intention Toward Physician AI Agents in Online Medical Consultation: An Extended Valence Framework Perspective"
16:25-16:40	#307 Youyou Zuo, Jiayi Zhou and Luyao Wang "Product-Plot Fit in Short-Drama Commerce: A Narrative Affordance Perspective on Platform Engagement and Consumer Judgment"

Workshop Description:

AI has profoundly transformed service interactions, value creation, and user decision-making across modern electronic business ecosystems. While AI-driven personalization and recommendation systems effectively boost operational efficiency and user engagement in digital commerce, their rapid and widespread adoption also raises critical concerns regarding user psychological well-being, algorithmic fairness, and digital trust.

In electronic commerce contexts, AI applications further shape relational dynamics and user well-being outcomes, highlighting the need for human-centered design considerations. As digital well-being emerges as a core concern in e-commerce research, scholars have called for systematic frameworks to examine the multifaceted impacts of AI on individual users, while unfair algorithmic practices in pricing and recommendations threaten social equity and long-term platform sustainability. Against this dual reality of technological benefits and societal risks, this track explores the interplay between AI technologies, user well-being, and social good in electronic business, investigating how responsible design, governance, and innovation can mitigate harms, advance equity, and align AI-driven e-business development with sustainable social value creation.

Workshop Co-chairs:

Zhijun Yan is a professor in the Department of Management Engineering at the School of Management, Beijing Institute of Technology, and concurrently holds a professorship in the Social Science Domain at Beijing Institute of Technology (Zhuhai). He received his Ph.D. from Beijing Institute of Technology. His research interests include online healthcare, health data analytics, and electronic commerce. He has published in MIS Quarterly (MISQ), Production and Operations Management (POMS), Journal of Management Information Systems (JMIS), and Information & Management (I&M), among others.

Liuan Wang is an Associate Professor at the School of Management, Beijing Institute of Technology. Previously, he was a postdoctoral research fellow of the "Zhuoyue" program at Beihang University. He received his PhD in Management

Science and Engineering from the Harbin Institute of Technology. His research interests include health and healthcare IT, as well as AI in health and healthcare. His work has been published in premier academic journals, such as Information Systems Research, Journal of Management Information Systems, INFORMS Journal on Computing, Decision Support Systems, Computers in Human Behavior, and others. He also serves as a Senior Editor for Information Technology and People and an Associate Editor for Electronic Commerce Research and Applications.

Wenlong Liu is an Associate Professor in the Department of Business Administration, College of Economics and Management, Nanjing University of Aeronautics and Astronautics, and a Research Fellow at Wuxi Research Institute of Nanjing University of Aeronautics and Astronautics. He received his Ph.D. from Gyeongsang National University, South Korea. He was a Postdoctoral Fellow at Fudan University and a Visiting Scholar at the University of Bristol, UK. His research interests cover online healthcare, health data analytics, elderly care, and electronic commerce. His publications have appeared in several prominent SSCI/SCI journals, and his work has been listed as ESI Highly Cited Papers and Top Papers for consecutive periods.

Yangjun Li is an Assistant Professor at the School of Management, Beijing Institute of Technology. He received his Ph.D. in Information Systems from the City University of Hong Kong. His research focuses on online governance, e-commerce, and digital health. He is the PI of an NSFC Young Scientists Fund project and has published in leading journals, including Journal of the Association for Information Systems, Journal of the Association for Information Science and Technology, Decision Support Systems, and Information & Management. He also serves as a reviewer for leading IS journals and is an Editorial Board Member of Internet Research.

Panelists:

Speaker 1: Hongchuan Wang, Tsinghua University

Title: AI-Mediated Health Consultation and the Paradox of Well-being Equity: Educational Gradients in Capabilities versus Outcomes across Three Countries

Abstract:
Classic education-health and digital inequality literatures suggest that education should help users convert new health-information technologies into better outcomes, but generative artificial intelligence (AI) may also compress the return to user skill. We analyze real-time AI-mediated health consultations from 2,659 adults in China, the United Kingdom, and the United States, examining two pathways — AI literacy as an interpretive resource and prompt quality as a behavioral input — and two outcomes: subjective patient experience and LLM-rated reply quality. Across pooled and language-group-stratified models, education shows no reliable total association with either measured outcome, indicating no net educational gradient in the consultation outcomes studied here. This null pattern does not mean that education is irrelevant: education is positively associated with both AI literacy and prompt quality, and the most stable positive pathway connects education to patient experience through AI literacy (indirect effect = 0.019, $p < .001$). By contrast, prompt-quality differences are not associated with a corresponding informational advantage; the prompt-quality path to LLM-rated reply quality is negative in the pooled model ($b_2 = -0.044$, $p = .034$) and in the English-language sample ($b_2 = -0.092$, $p = .002$), and near zero and non-significant in the Chinese-language sample. These findings suggest that in AI-mediated health consultation, educational inequality may persist more clearly in capacities and inputs than in net consultation outcomes.

Biographical notes:

Wang Hongchuan, Associate Professor at the School of Public Policy and Management, Tsinghua University, and the Institute for Contemporary China Studies, Tsinghua University. His research interests include digital-intelligent governance, health policy, and public service. He has presided more than ten national and provincial-level scientific research funds, including the Youth Science Fund Category B (formerly the Excellent Young Scientists Fund), General Program, and Youth Science Fund Category C projects from the National Natural Science Foundation of China (NSFC); sub-projects of major special programs from the National Social Science Fund of China; and sub-projects of major tackling projects in philosophy and social sciences from the Ministry of Education. Additionally, he has led more than twenty commissioned projects from

central and state organs, including the Publicity Department of the CPC Central Committee, the National Development and Reform Commission, and the National Health Commission. He has published three academic monographs and over sixty academic papers in Chinese and English. His representative works have been published in high-impact SSCI/SCI journals such as The Lancet Public Health and Social Science & Medicine. His Chinese-language papers have appeared in CSSCI journals including Educational Research and Management World, and have been reprinted more than ten times by publications such as Xinhua Digest and Renmin University Copy Materials. Several of his policy reports have received important instructions from central leaders and have been published in National High-End Think Tank Reports. He was ranked in the top 1% of highly cited scholars on CNKI in both 2024 and 2025. He has received honors including the Sixth National Outstanding Achievement Award for Educational Scientific Research and the Tenth Ministry of Education Outstanding Achievement Award for Scientific Research.

Speaker 2: Pengyi Zhang, Peking University

Title: Reshaping Teamwork vs. Reclaiming Agency: Human-AI Collaboration in Group Learning.

Abstract:
As artificial intelligence integrates into group learning, it fundamentally reshapes teamwork by taking on active collaborative roles, yet this shift often creates a tension with personal agency. While AI can boost efficiency and productivity, heavy reliance on these tools threatens student well-being through feelings of guilt, diminished authorship, and the erosion of critical-thinking capabilities. Furthermore, opaque AI usage can disrupt group dynamics by replacing deep peer-to-peer communication and undermining interpersonal trust among teammates.
This talk explores a participatory governance approach through an empirical study where students used the Seminar.AI platform to collaboratively create AI ethical guidelines alongside an AI teammate. By actively debating AI boundaries and accountability, students engaged in continuous negotiation, identifying education-specific risks like skill decline and blurred authorship. Ultimately, reclaiming user agency requires moving away from linear command-execution processes toward bidirectional negotiation and "thinking with AI".

Biographical notes:
Pengyi Zhang is an associate professor at the Department of Information Management, Peking University. She holds a Ph.D. degree and an MLS degree from the College of Information Studies, University of Maryland. Her research focuses on information and knowledge organization, information behavior and data behavior, human-AI collaboration and AI governance, particularly in libraries and cultural services. She is particularly interested in how people in knowledge environments seek and use information and data for complex tasks, collaborating with AI. She has received grants from the National Science Foundation of China, the Chinese Library Association, and the OCLC/ALISE Library and Information Science Research Grant.

Workshop 3: From Recording to Execution: Leading business with SAP Autonomous Enterprise

Date: 17 July 2026 (Friday)

Time: 14:30-16:30

Venue: Room A1148, New Main Building, Beihang University

Host: SAP China

Co-Chairs: 1 - Kun Yang, SAP University Alliances
2 - Nan Wang, SAP Cloud Architect
3 - Xian Tang, SAP Solution Advisor Specialist

14:30-15:00	SAP AI Strategy and AI features & capabilities
15:00-15:40	Hands-on section (AI use cases based on Business AI Platform/Business Data Cloud)
15:40-15:50	Coffee Break
15:50-16:30	Q&A session

Workshop Description:

SAP unveiled a decisive turning point in its AI strategy: the move from isolated AI experimentation to enterprise-wide AI execution. At the center of this vision is the Autonomous Enterprise — a human-led, AI-enabled operating model where people set direction, and AI executes automated end-to-end workflows across finance, supply chain, procurement, HCM, and customer experience while keeping humans in control of the decisions that matter.

The Autonomous Enterprise is not a single product or SKU. It is a north-star vision realized through a connected, end-to-end architecture spanning multiple layers.

SAP's differentiation rests on three enterprise-grade strengths that generic AI platforms cannot replicate: deep process and industry knowledge embedded in decades of business applications; semantically rich business data that grounds AI in the real business context; and enterprise-grade governance that makes AI executable, auditable, and accountable in real operations.

We will introduce more during the workshop:

SAP AI Strategy and AI features & capabilities ~ 30min

Hands-on section (AI use cases based on Business AI Platform/Business Data Cloud) ~ 40-50min

Q&A session

Workshop Co-chairs:

Nan Wang is an SAP Cloud Architect specializing in SAP BTP, AI, and cloud innovation. Trusted advisor to global enterprises, driving digital transformation through scalable architectures and intelligent solutions. Expertise in cloud-native development, data integration, and AI-powered business scenarios. Passionate about bridging business needs with cutting-edge technology to unlock value and accelerate innovation. Proven track record in supporting customers from strategy to execution, delivering impactful outcomes, and enabling the intelligent enterprise.

Joanna Tang is an SAP Solution Advisor Specialist focusing on cloud security of SAP Cloud ERP, SAP Cloud ERP Private, cloud system compliance, and AI-related solutions. She possesses in-depth expertise in cloud security governance, regulatory compliance, cross-border data policies, and AI-enabled business implementations. Dedicated to aligning business requirements with advanced cloud and AI technologies to create tangible business value. She has solid

experience accompanying clients through full-cycle consultation and delivery, helping organizations build secure, compliant, and intelligent enterprise systems.

ICEB 2026 Session Overview

ICEB 2026 Schedule Overview			
Date	Time	Event	Venue
7/16 (Thu)	09:00-17:30	Registration	1st Floor, Block A, New Main Building
	16:00-18:00	ICEB Board Meeting (Invitation only)	Room A622, New Main Building, and VooV Meeting ID: 476-287-054 Password: 55244
	18:00-20:00	ICEB Board Dinner (Invitation only)	
7/17 (Fri)	08:30-17:30	Registration	Beihang Sunrise Concert Hall
	09:00-18:00	ICEB Doctoral Consortium	Room A622 and Room A612, New Main Building
	18:00-20:00	ICEB Doctoral Consortium Dinner	Hangwei Restaurant
	09:00-11:00	Workshop 1	Room A1128, New Main Building
	09:00-11:30	Panel 1	Room A1148, New Main Building
	12:00-14:00	Lunch	Hangwei Restaurant
	14:30-16:30	Workshop 2	Room A1128, New Main Building
		Workshop 3	Room A1148, New Main Building
	18:00-20:00	Welcome Reception	Beihang Sunrise Concert Hall
7/18 (Sat)	08:30-17:30	Registration	Beihang Sunrise Concert Hall
	09:00-09:45	Opening Ceremony	Beihang Sunrise Concert Hall
	09:45-10:15	Group Photo & Coffee Break	Beihang Sunrise Concert Hall
	10:15-11:00	Keynote Speech I – Prof. Robert M Davison	Beihang Sunrise Concert Hall
	11:00-11:45	Keynote Speech II – Prof. Junjie Wu	Beihang Sunrise Concert Hall
	12:00-14:00	Lunch	Hangwei Restaurant
	14:00-15:30	Paper Presentation Sessions	
		Session 1: ID: 26,30,39,50,58	Conference Room 3, Conference Center
		Session 2: ID: 214,268,51,147,63	Conference Room 4, Conference Center
		Session 3: ID: 68,96,152,167,177	Conference Room 5, Conference Center
		Session 4: ID: 25,67,113,194,28	Room A618, New Main Building
		Session 5: ID: 76,77,110,133	Room A622, New Main Building
		Session 6: ID: 136,161,166,169,195	Room A1028, New Main Building
		Session 7: ID: 31,132,138,263,222	Room A1048, New Main Building
		Session 8: ID: 36,45,86,145,38	Room A1128, New Main Building
		Session 9: ID: 180,184,44,35,14	Room A1148, New Main Building
	15:30-16:00	Coffee Break	
	16:00-17:30	Paper Presentation Sessions	
		Session 10: ID: 90,104,107,149,258	Conference Room 3, Conference Center
		Session 11: ID: 255,54,127,53,52	Conference Room 4, Conference Center
		Session 12: ID:118,210,16,99,178	Conference Room 5, Conference Center
		Session 13: ID: 231,43,186,236,237	Room A618, New Main Building
		Session 14: ID: 248,266,163,15,250	Room A622, New Main Building
		Session 15: ID: 116,19,124,106,46	Room A1028, New Main Building
		Session 16: ID: 144,280,123,285,267	Room A1048, New Main Building
		Session 17: ID: 95,108,154,187,271	Room A1128, New Main Building
		Session 18: ID: 238,243,141,47,198	Room A1148, New Main Building
	17:45-18:15	Award Ceremony	Beihang Sunrise Concert Hall

	18:30-20:30	Conference Banquet	Hangwei Restaurant
7/19 (Sun)	08:30-16:00	Registration	Beihang Sunrise Concert Hall
	09:00-09:45	Keynote Speech III – Prof. Christy Cheung	Beihang Sunrise Concert Hall
	09:45-10:30	Keynote Speech IV – Prof. Yi-Cheng Zhang	Beihang Sunrise Concert Hall
	10:45-12:15	Paper Presentation Sessions	
		Session 19: ID: 157,158,228,256,183	Conference Room 3, Conference Center
		Session 20: ID: 78,140,245,81,272	Conference Room 4, Conference Center
		Session 21: ID: 252,94,249,29,234,265	Conference Room 5, Conference Center
		Session 22: ID: 62,202,208,217,239,261	Room A618, New Main Building
		Session 23: ID: 87,176,193,251,253	Room A622, New Main Building
		Session 24: ID: 103,112,164,171,174	Room A1028, New Main Building
		Session 25: ID: 69,84,93,126,130	Room A1048, New Main Building
		Session 26: ID:232,283,287,221	Room A1128, New Main Building
		Session 27: ID: 23,159,185,212,75	Room A1148, New Main Building
	12:15-14:00	Lunch	Hangwei Restaurant
	14:00-15:30	Paper Presentation Sessions	
		Session 28: ID:151,242,275,125,128	Room A612, New Main Building
		Session 29: ID: 131,206,70,229	Room A618, New Main Building
		Session 30: ID: 219,227,247,284,121	Room A622, New Main Building
		Session 31: ID: 246,299,9,79,188	Room A1028, New Main Building
		Session 32: ID: 241,48,286,148,60	Room A1048, New Main Building
		Session 33: ID: 199,156,260,276,85	Room A1128, New Main Building
		Session 34: ID: 88,204,226,20,230	Room A1148, New Main Building
	15:30-16:00	Coffee Break	
	16:00-17:30	Paper Presentation Sessions	
		Session 35: ID: 142,240,191,109,213	Room A618, New Main Building
		Session 36: ID: 42,64,114,74,269,122	Room A622, New Main Building
		Session 37: ID: 209,233,215,40	Room A1028, New Main Building
		Session 38: ID: 278,168,200, 34,17,18	Room A1048, New Main Building
		Session 39: ID:264,270,273,189,262	Room A1128, New Main Building
		Session 40: ID: 150,160,197,13,72	Room A1148, New Main Building
	17:45-19:00	Dinner	Hangwei Restaurant
7/20 (Mon)	08:00-13:00	Industrial Tour	HUAWEI and TESLA

ICEB 2026 Program Session Details

ICEB 2026 Program Session Details		
Thursday, 16 July 2026		
Time	Event	Venue
09:00-17:30	Registration	1st Floor, Block A, New Main Building
16:00-18:00	ICEB Board Meeting (Invitation only)	Room A622, New Main Building, and VooV Meeting
18:00-20:00	ICEB Board Dinner (Invitation only)	
Friday, 17 July 2026		
Time	Event	Venue
08:30-17:30	Registration	Beihang Sunrise Concert Hall
09:00-18:00	ICEB Doctoral Consortium	Room A622 and Room A612, New Main Building
18:00-20:00	ICEB Doctoral Consortium Dinner	Hangwei Restaurant
09:00-11:00	Workshop 1: AI for Business Guannan Liu, Beihang University Xiao Han, Beihang University	Room A1128, New Main Building
09:00-11:30	Panel 1: Global Cooperation in AI Governance: Interdisciplinary Pathways toward Security, Innovation, and Social Harmony Di Wang, Renmin University of China Xingkun Liang, Peking University Yi Bu, Peking University	Room A1148, New Main Building
12:00-14:00	Lunch	Hangwei Restaurant
14:30-16:30	Workshop 2: User Well-being and Social Good in the AI Era Zhijun Yan, Beijing Institute of Technology	Room A1128, New Main Building
	Workshop 3: From Recording to Execution: Leading business with SAP Autonomous Enterprise SAP China	Room A1148, New Main Building
18:00-20:00	Welcome Reception	Beihang Sunrise Concert Hall
Saturday, 18 July 2026		
Time	Event	Venue
08:30-17:30	Registration	Beihang Sunrise Concert Hall
09:00-09:45	Opening Ceremony	Beihang Sunrise Concert Hall
09:45-10:15	Group Photo & Coffee Break	Beihang Sunrise Concert Hall
10:15-11:00	Keynote Speech I – Prof. Robert M Davison Title: Research Integrity Matters: A Journal Editor's Perspective	Beihang Sunrise Concert Hall
11:00-11:45	Keynote Speech II – Prof. Junjie Wu Title: Agentic Commerce: A New Frontier for Business Research in the Era of AI	Beihang Sunrise Concert Hall
12:00-14:00	Lunch	Hangwei Restaurant
14:00-15:30	Paper Presentation Sessions	
	Session 1: AI and LLM in Marketing I *Chair: Beiping Tan, Minglue Technology Group and Miaozhen Marketing Research Institute* *Chair: Ronggang Zhou, Beihang University*	Conference Room 3, Conference Center

	#26 Puyi Fang and Yingpeng Zhu "What to Read Next? A Children Based Recommender System via a Generative Approach" #30 Mingxin Sun, Beiping Tan, Congyu Niu and Xinyu Guo "The Impact Of Ai-Generated Content On Brand Image: A Dual Perspective Of Algorithm Appreciation And Aversion" #39 Minghao Shi, Qian Zheng, Yubin Xie, Zuhong Liu and Ronggang Zhou "Predicting Dynamic Trust in Human-AI Interaction: A Multimodal Approach Using Behavioral and Facial Cues" #50 Mingxin Sun, Yuhui Li and Beiping Tan "The 'Humanization' Paradox of AI Shopping Assistants: The Double-Edged Sword Effect of Social Presence Perception" #58 Meina Zhao "The Impact of the Integration of Artificial Intelligence and Search Technology on Online Purchase Intentions"	
	Session 2: AI-Driven Innovation Platforms and Organizational Transformation *Chair: Jing (Elaine) Chen, Beihang University* #214 Tie Ma, Zhibo Wang, Xinyi Liu and Meimei Xia "Research on AI Driven Innovation Platform for Aging Adaptation of Old Residential Areas" #268 Xun Zhang and Yan Zou "Configurational Paths of Digital Intelligence Empowering Corporate Green Innovation Performance" #51 Liang Shu-Ping and Yan Zhang-Hua "Institutional Enablers and Social Diffusion: A Synergistic Pathway for AI Inclusion in Chinese Private Enterprises" #147 Yongkang Wang, Xiling Cui, Qiang Liu, Qiang Zhou, Yingxuan Zhang, Ruoqing Zhang and Xinyi Yu "Mining Innovation information from Social Media: An Improved Autoencoder with Attention Mechanism" #63 Anbo Wu, Shihao Zhang, Linhui Sun, Xiaofang Yuan and Xinping Wang "The Impact of Perceived Algorithmic Control on Gig Workers' Turnover Intention: Mediating Roles of Perceived Usefulness and Psychological Contract Breach"	Conference Room 4, Conference Center
	Session 3: Sustainable E-Commerce and Green Consumption *Chair: Ruizhi Wang, Beijing University of Chinese Medicine* *Chair: Rui Wang, China University of Petroleum (Beijing)* #68 Tian Tian, Xiaoman Guo and Minghua Xiao "The Impact of Digital-Real Integration on Green Total Factor Productivity in the Vegetable Industry: Evidence from a Typical County in Central China" #96 Jen-Yin Yeh, Kuo-Chuan Wu and Yi-Xin Huang "The Linguistic Hierarchy of Trust in ESG-Oriented Crowdfunding: Integrating Signaling and Language Expectancy Theories" #152 Ji Luo, Yanling Xu and Wenbo Peng "Analysis of AI E-commerce Development Strategies Based on Topic Clustering" #167 Jing Tan, Mengyao Liu and Rui Wang "The Dual-Path Mechanism of Green Values and Environmental Information Disclosure on Green Consumption Behavior" #177 Haihui Han, Wenjing He and Rui Wang "Beyond the Green Premium: A Discrete Choice Experiment on Tourists' Multi-Attribute Preferences"	Conference Room 5, Conference Center
	Session 4: AI-Enabled Services and Consumer Behavior on Digital Platforms I *Chair: Liangbo Zhang, City University of Macau* #25 Yuan He, Zhimin Zhou, Xiaoxuan Guo and Imane Sbai "Are rational	Room A618, New Main Building

	posts always suitable for virtual influencers? The role of destination brand personality" #67 I-Ching Chen and Ting Lou "Baseline Requirements and Priority Analysis of Service Etiquette for AI E Commerce Shopping Assistants: An Integrated Study Using CIT and AHP" #113 Linjian Zhang, Liangbo Zhang, Chunqun Liu and Yuqing Si "Making Sense of an Emerging AI-Mediated Professional Service: Early User Evidence on Digital Twins of Doctors in Online Healthcare" #194 Dongyu Chen, Qian Zhang, Chenrui Zhang and Xiaolin Li "Aligned Emotions, Enhanced Donations: Multimodal Emotional Consistency and User Behavior on Digital Charity Platforms" #28 Xiqing Yang and Liangbo Zhang "How to Choose AI Services? The Impact of Consumers' Privacy Leakage Concerns"	
	Session 5: GenAI Governance and Livestreaming Behavior *Chair: Pengzhen Yin, Hefei University of Technology* #76 Ziyang Huang, Haoming Kang and Ting Xu "Selling in Motion: The Impact of Dynamic Product Presentation on Subsequent Purchase Decisions in Live Streaming E-Commerce" #77 Haoming Kang, Ziyang Huang, and Ting Xu "Performing to Win: The Impact of Virtual Streamers' Dynamic Narrative Performance in Competitive Live Streaming" #110 Haoyang Yuan, Yuhao Zhang, Bowen Fang, Yuanhong Ma and Jing Luan "Structure and Strategy Analysis of Human–AI Interaction Based on Interactive Texts" #133 Pengzhen Yin and Lu Yang "How to Improve Consumer Engagement in the AI Streamer-Based Livestreaming E-Commerce"	Room A622, New Main Building
	Session 6: Agentic AI and Knowledge Ecosystems *Chair: Xin Wei, Beijing University of Technology* *Chair: Wei Zeng, Hunan University* *Chair: Zhiyong Li, Communication University of China* #136 Xin Wei, Jinxi Li and Xijun He "From Tool to Teammate: Reconfiguring Individual Trust Dynamics and Creative Risk-taking in the Age of Agentic AI" #161 Yikai Wang, Yue Guan and Zhiyong Li "The Effect of Agentic AI on Consumers' Consumption Decisions in E-Commerce Context" #166 Ruijing Gao, Xin Wei and Jia Liu "A Study on the Moderating Mechanism of Generative AI Hallucinations in Knowledge Ecosystems and Cross-Team Ambidextrous Innovation" #169 Xinyue Hu, Keran Duan and Manman Qin "Research Hotspots and Fractures in Data Pricing Based on High-Quality AI Data Supply: Visual Knowledge Graph Analysis Based on CiteSpace" #195 Areziguli (Arzigul) Wubuli (Obul), Huang Qi and Dan-ni Li "Unlocking Breakthrough Innovation: The Impact of Knowledge Co-creation and Contractual Knowledge Protection"	Room A1028, New Main Building
	Session 7: AI in FinTech and RegTech I *Chair: Yunchuan Sun, Beijing Normal University* *Chair: Junhuan Zhang, Beihang University* #31 Yufei Chen and Jie Yang "AI-Assisted Trust-Centric Growth in FinTech Platforms: Evidence from Indonesia" 🏆 #132 Qingan Li, Tianxiao Wu and Xiling Cui "A Large Language Model-Based Implementation of the Proposition-to-Requirement Mapping Framework for ESG Greenwashing Detection" #138 Jiaqi Wen, Junhuan Zhang and Daniel Houser "Agent-based modeling of stock market manipulation: an experiment in China"	Room A1048, New Main Building

	#263 Jianshan Pan, Zongyi Chen, Qiyou Lin and Xiaofang Cai "Security Authentication as Protective Friction: Understanding the Duel Effects of Authentication Measures in e-Government Platform" #222 Yunchuan Sun, Ju Dai and Ying Xu "Innovation Narrative and Firm Valuation: A Textual Analysis of MD&A Disclosures"	
	Session 8: Digital Transformation and Organizational Change I *Chair: Mengling Yan, University of Posts and Telecommunications* *Chair: Chunping Deng, Beijing Technology and Business University* #36 Ying Wang, Zhan Zhan, Rahman Abm Munibur, Ziying Zhao and Jinghan Qi "Teacher Digital Competence Development in Application-Oriented Universities: A Mechanism-Oriented TPCA Professional Development Model" #45 Li-Min Deng, Yong-Mei Cui and Wen-Chi Ying "Reshaping Fintech Service Ecosystems" #86 Xuan Zhang, Jingjing He and Yaping Wang "How Digital Transformation Reduces Corporate Debt Financing Costs: The Roles of Customer Concentration and Institutional Investors in China's A-Share Market" #145(online) Liu Xin, Wang Yao and Fei Fan "Research on Innovative Design Strategies for Nanjing Brocade Elements in Cultural and Creative Products from the Perspective of Intangible Cultural Heritage Revitalization" #38 Xu Fang, Zhiyi Liu, Hanshuo Yang and Yongqiang Luo "How AI Is Transforming Education: Toward a Symbiotic Relationship among AI, Teachers, and Students"	Room A1128, New Main Building VooV Meeting ID: 852662431 Password: 371898
	Session 9: Immersive Technologies and User Experience *Chair: Zhao Du, Beijing Sport University* #180 Ziyan Deng, Zhao Du, Kexin Chen and Yike Jiao "Engaging Users in Virtual Cycling: The Role of Features, Affordances, and Needs" #184 Kexin Chen, Zhao Du and Ziyan Deng "Understanding User Experience of Virtual Cycling Applications: A Topic and Sentiment Analysis of Online Reviews" #44 Chia-Chan Chang, Simon Chadwick, Jie Liu, Hongying Zhang and Jinming Zong "Beyond Eye-Tracking: EEG Evidence for Differential Attentional Processing of LED and Projected Sports Venue Signage" #35 Congyue Xu and Xianwei Liu "Master Your Cover Photos: A Guide to Using Visual Cues" #14 Haoyang Lv and Fei Liu "The Impact of Older Adults' Willingness to Use Online Consultation on Mobile Healthcare Platforms Based on the Elaboration Likelihood Model"	Room A1148, New Main Building
15:30-16:00	Coffee Break	
16:00-17:30	Paper Presentation Sessions	
	Session 10: AI and LLM in Marketing II *Chair: Beiping Tan, Minglue Technology Group and Miaozhen Marketing Research Institute* 🏆 #90 Fangcong Zhang, Juanqiong Gou, Kathy Ning Shen, Jiandong Lu and Wenqiang Li "Behavioral Modeling of Trust Evolution in Complex Human–AI Collaborative Tasks" #104 Ming Li, Ying Luo and Haoting Ye "Where Do LLMs Add Value in E-Commerce Shopping Advisors? A Stage-Based Comparison of Retrieval, Reranking, and Evidence Augmentation" 🏆 #107 Yi-Ming Guo and Jian-Ming Zhu "The Transparency Paradox in Agent Interactions: Digital Literacy, Information Trust, and	Conference Room 3, Conference Center

	Consumer Decision Quality" #149 Jiajing Zhai "LLM-Native Advertising Effectiveness: The Role of Action-Phase Mindsets and Message Sidedness" #258 Kun Yu, Dongli Zhang, Hongyu Gao, Zekun Zhao and Xinshang You "Feeling the Fault: How Motivation-Driven Emotions Shape Blame Attribution in Semi-Autonomous Driving"	
	Session 11: Knowledge Sharing and Innovation *Chair: Jing (Elaine) Chen, Beihang University* #255 Weiwei Deng and Xinlin Liu "A portfolio-aware recommendation method for patent trading" #54 Yan Li "Building AI Adoption Culture in Startups: Cultural Archetypes, Efficiency Paradox, and Workflow Integration" #127 Yumo Zhou, Wanqi Lin, Xincan Liu, Zimeng Wang and Yan Tu "From Institutional Design to Cognitive Focus: A Study on the Cross-Level Generation Mechanism of Original Innovation Capability in New-Type Research and Development Institutions" #53 Tuotuo Qi, Xinxue Zhou and Tianmei Wang "Depth or Breadth? The Impacts of Monetary Incentives on the Direction of Free Knowledge Contributions" #52 Tuotuo Qi, Tianmei Wang, Jian Tang and Xinxue Zhou "Monetary Incentive Visibility and Knowledge Contributions: Direct and Spillover Effects"	Conference Room 4, Conference Center
	Session 12: Sustainable E-Commerce and ESG *Chair: Ruizhi Wang, Beijing University of Chinese Medicine* *Chair: Rui Wang, China University of Petroleum (Beijing)* #118 Zhanghua Yan and Jiayang Ju "Walk-Broadcasting: Multi-Actor Collaborative Empowerment Mechanisms and E-Commerce Ecosystem Innovation—An Exploration Based on Grounded Theory" 🏆 #210 Jing Yang, Hongde Liu, Taiming Wang and Wenran Gao "The Green Communication Paradox in Travel Videos: Divergent Effects of Multimodal Expressions on User Preference" #16 Yaoxin Wang and Xianwei Liu "The Power of Integrity in Avoiding ESG Failures: Evidence from China" #99 Cailin Sun "Couples' Joint Holdings and ESG in Family Firms" #178 Wenjing He, Haihui Han and Rui Wang "The Interaction of Incentive Type and Intensity on Tourists' Green Consumption Intention: A Dual-Mediation Model"	Conference Room 5, Conference Center
	Session 13: AI-Enabled Services and Consumer Behavior on Digital Platforms II *Chair: Yangming Wu, Macau University of Science and Technology* #231 Cheng-Yue Jia "From Multimodal Interaction to Human-Robot Collaboration: Research Hotspots, Evolution, and Future Directions of Embodied Intelligence in Human-Computer Interaction" #43 Ziyi Wang and Hanjun Lee "How Organizational Culture Characteristics Shape Culture and Values Ratings in Online Employee Reviews" #186 Chun Hei Cheung, Yifan Li and Christy M. K. Cheung "From Passive Recipients to Active Prosumers: A Rapid Qualitative Analysis of the Need Gratification Process of Silver Hub Users" #236 Han Cheng Chang, Chiung Ying Wu, Zihan Chen and Jinghui Chen "How Do Artificial Intelligence Applications in Hotels Influence Customers' Perceived Value and Satisfaction? Evidence from a Customer Perception Theory Perspective" #237(online) Thanh Liem NGUYEN, Trung Hieu DUONG, Linh Thuy	Room A618, New Main Building VooV Meeting ID: 430418725 Password: 666666

	Trang NGUYEN, Le Van Khanh NGUYEN, Hoai An LE and Xuan Huy BUI "The Impacts of AI Recommendation Systems on User Loyalty in E-Commerce Platforms: Evidence from Gen Z Consumers in Ho Chi Minh City"	
	Session 14: GenAI Governance and Platform Dynamics *Chair: Pengzhen Yin, Hefei University of Technology* #248 Beier Xu, Yujing Xu and Yeying Xiao "When Does Transparency Backfire? Governing GenAI Recommendations Through a Psychological Contract Lens" #266 Kangqi Dang, Yucheng Wei and Jing Luan "From Competence Inventories to Competence Enactment: A Macro-Micro Study of Human-GenAI Collaboration in Digital Commerce" #163 Xiaoying Xu, Zhihong Li, Xiaobin Zhong and Jie Zhang "Simulation-Based Impact Analysis of Introducing Recommender Systems in Blockchain Token-Incentivized Knowledge Communities" #15 Buraj Patrakosol "Investigating the Role of User Diversity in Domain Survival: A Comparative Study of .com and .ai Websites" #250 Kaige Wang, Yuyang Wang, Zhou Su, Maxwell Wei Jiu Pui, Steven Lin Cai and Lin Jia "How AI Auto-Replies Reshape Counselors' Service Behavior: Causal Inference from a Quasi-Natural Experiment"	Room A622, New Main Building
	Session 15: AI, Collaboration, and Service Innovation *Chair: Keran Duan, Beijing University of Technology* *Chair: Xin Wei, Beijing University of Technology* #116 Hui Mou, Meng-Meng Tian and An-Na Guo "From Alignment to Symbiosis: The Theoretical Logic of AI-Enabled Personalized Teaching in Higher Education" #19 Cheng-Jin Li, Hao-Ran Ji, Yong Huang and Le Ding "How does perspective-taking inspire innovation? The chain mediating role of customer empowerment and regulatory focus in hotel service innovation" #124 Zhulin Sun and Jin-Xing Hao "Psychological Ownership in Service: A Meta-Analysis of Antecedents, Consequences, and the Moderating Role of Target Digitality" #106(online) Truc-My Nguyen and Thong Nguyen "Value Co-Creation in the AI Era: The Roles of Institutional Mechanisms, AI Experience Quality, and Service Climate" #46 Weiwei Deng, Junwei Lu and Han Chen "Optimizing Online Course Quality via LLM and RAG: A Review-Driven Approach"	Room A1028, New Main Building VooV Meeting ID: 275747742 Password: 31565
	Session 16: AI in FinTech and Regtech II *Chair: Jiaqi Wen, Dongbei University of Finance and Economics* *Chair: Junhuan Zhang, Beihang University* #144 Xu Chen, Hao-Ran Yang, Yi-Chi Zhang and Ren-Qian Zhang "E-Commerce Phishing Attack Detection with Two-Stage Feature Selection and Performer Architecture" #123(online) Eldon Y. Li, Rui-Yan Hong and Guan-Wei Huang "Mobile Payment Users' Protection Behavior Against Financial Fraud: The effects of Trust, Perceived Ease of use, Perceived Behavioral control on user behavior" #285(online) Yi Hangyu, Tamir Adam, Yuan Quan, Xu Jialin and Dou Yaqin "Research on Innovation and Risk Prevention of Supply Chain Financing Model Based on Data Asset Pledge" #267(online) Yuanting Xia, Abm Munibur Rahman and Zhang Ning "AI adoption and Firm value: a comparative study of Chinese FinTech Companies"	Room A1048, New Main Building VooV Meeting ID: 373424310 Password: 123456

	#280(online) Latisha Yamrat and Peter Ractham "Successful Factors for Thailand Digital Lottery Application: Examining Buyer and Seller Perspectives on The Paotang Application"	
	Session 17: Digital Transformation and Organizational Change II *Chair: Mengling Yan, University of Posts and Telecommunications* *Chair: Chunping Deng, Beijing Technology and Business University* #95 Ming Bai, Xiaoqian Liu, Haoyi Sun and Huanchang Zhang "A Study of the Impact of Performance Expectation Gap on the Servitization of Manufacturing" #108 Yan Tu, Yi Ouyang and Jin Zeng "Digital Transformation and Innovation Efficiency: A Longitudinal Study of Policy Structure and Resource Allocation in Beijing (2015-2025)" #154 Liyue Lu, Yalan Lei, Suxin Li and Yumei Luo "When Data Meets Manufacturing: The Generative Logic of New Quality Productive Forces" #187 Bior Garang Lual, Jun Zhang and Jing (Elaine) Chen "AI-Driven Technostressors and Employee Outcomes: The Mediating Roles of Techno-Uncertainty and Techno-Invasion" #271 Lawrence Valencia and Kailing Deng "AI Recommendation Design in Social Media: Trust, Privacy, and Purchase Intentions among Gen Z Users"	Room A1128, New Main Building
	Session 18: AI-Driven Operations and Resilience Management *Chair: Hui Zhu, Guangzhou University* *Chair: Hongming Gao, Guangzhou University* #238 Zili Zhang, Ze Tan, Rob Law and Ziqiong Zhang "The Effect of Spatial Distance on Response Resource Allocation" #243 Hongming Gao, Meiruo Zhang, Chenxiao Wang, Liwen Zhang, Xinlan Wu and Kun Xie "User Motivations and Two-Stage Shopping Cart Decisions: Evidence from Consumer Digital Footprint" #141 Li Zhenzhao, Sun Linhui, Chen Yiming, Zhang Jing and Yuan Xiaofang "Study on the Differences in Unsafe Driving Behaviors of Delivery Riders across Work Shifts and the Impact of Mobile Interactions" #47(online) Guo-En Xia and Ruowei Huang "How Do Policies for Pilot Cities in Modern Logistics Innovation and Development Enhance Supply Chain Resilience?" #198(online) Li-Jun Xu, Pan-Min Ge and Si-Xuan Chen "Systematic Design of Intelligent Base Station for Fishery Aquaculture"	Room A1148, New Main Building VooV Meeting ID: 600306068 Password: 08224
17:45-18:15	Award Ceremony	Beihang Sunrise Concert Hall
18:30-20:30	Conference Banquet	Hangwei Restaurant
Sunday, 19 July 2026		
Time	Event	Venue
08:30-16:00	Registration	Beihang Sunrise Concert Hall
09:00-09:45	Keynote Speech III – Prof. Christy Cheung Title: Technology Use, Successful Aging, and Well-Being: Core Pillars of Our Research Program on Aging Populations	Beihang Sunrise Concert Hall
09:45-10:30	Keynote Speech IV – Prof. Yi-Cheng Zhang Title: Next Phase of the AI Revolution—Personal Assistant and How It Enables Us and How It May Reshape Our Life	Beihang Sunrise Concert Hall
10:45-12:15	Paper Presentation Sessions	
	Session 19: AI and LLM in Marketing III *Chair: Ronggang Zhou, Beihang University*	Conference Room 3, Conference Center

	Chair: Tang Yao, Beihang University #157 Du Chen and Lin Hui Sun "The Right Amount of 'Human Touch': The Curvilinear Effect of embodied AI agent Anthropomorphism on Consumer Usage Intention under social intrusiveness" #158 Qin Wu "User Experience, Trust-Based Reliance, and Instant Purchase Decision-Making in AI-Empowered Marketing: An Extended ECM Model in Live-Streaming E-Commerce for Green Agricultural Products #228 Anran Yan, Yue Ding and Xinrui Li "In-Group and Out-Group Division: The Effect of Social Density on the Sales of Group Tour Products" #256 Xiaojie Zhang and Yiliang Zhang "When AI Meets Traditions: How the Inclusion of Traditional Cultural Elements in AI-designed Products Influences Consumers' Purchase Intention" #183 Ke Xu, Fangzhan Lin and Zhongyun Zhou "Unpacking the Experience Economy of Role-Playing Conversational AI: A Grounded Theory Analysis"	
	Session 20: AI Healthcare Innovation and Adoption *Chair: Zhong Yao, Beihang University* #78 Chuang Yao, Zhijun Yan and Shaoze Cui "Leveraging LLM to Enhance Mental Health Detection: An Adaptive Mixture-of-Experts Framework" #140 Chengcai Liu, Shuqing Chen and Kee-Hung Lai "Attention-Enhanced State Space Model for Cross-Modal PET-CT Lung Tumor Segmentation" #245 Xi Zhou, Jue-Ni Lyu and Christy M. K. Cheung "Machine Learning-Based Depression Prediction in Older Adults: A Scoping Review of Modeling Approaches, Risk Factors, and Validation Strategies" #81 Menglei Kong, Zhong Yao and Wuhuan Xu "Dancing with Shackles: Understanding Dual Uncertainty in Cancer Patients' Travel" #272 Siwen Li, Pengfei Tang, Menglei Kong and Jing Luan "How Social Features Influence Non-Social Health Information Technology Usage: An Empirical Investigation in Wearable Fitness Device"	Conference Room 4, Conference Center
	Session 21: GenAI in Managing Online Chaos *Chair: Pengkun Wu, Sichuan University* #252 Jie Luo, Sungil Seok and Juan Feng "How Multi-Round Crisis Response Paths Shape Public Judgment and Public Opinion Dynamics: A Real-Comment-Calibrated LLM-Agent Counterfactual Simulation" #94 Dongpu Fu, Jingyun Wang, Cuiyou Yao and Kanliang Wang "Which UGC conveys inconsistent sentiment? Evidence from a Sentiment Analysis of Online Reviews Using Large Language Models" #249 Shuqi Wang, Xiaodong Xie, Honglong Wang, Yuhan Zhang and Shaohui Wu "The Double-Edged Sword of Semantic Alignment: Nonlinear Effects of Title–Content Consistency on Social Commercial Performance" #29 Xiaojuan Hu "Privacy Literacy and Protective Behavior: Unraveling the Psychological Mechanisms" #234 Chak Wai So, Xuming Zhang, Yinghao Liu and Xin Xu "Quantifying Supply-Side Friction in Platform Governance: A Natural Experiment on Amazon's Quality Mandate" #265 Hua Feng, Siyuan Shen, Ahsan Habib and Hedy J. Huang "The Efficiency Paradox: How AI Influences Labor Investment?"	Conference Room 5, Conference Center VooV Meeting ID: 352281483 Password: 93632
	Session 22: Digital Marketing and Consumer Behavior I	Room A618, New Main

	Chair: Qionglei Yu, Newcastle University #62 Pengxi Huo and Xiuquan Deng "A study on the formation mechanism of consumers' impulsive consumption behavior on e-commerce platforms based on the similarity-attraction theory" #202 Xu Wang and Zibin Xu "Product Line Design Using Model-to-Data" #208 Yiwen Yang, Dongyu Chen and Kyle Li "Impact of Budget Structures and Disclosure Strategies on Charitable Crowdfunding Performance" #217 Mingyang Li, Yue Ding and Xinrui Li "The Effect of Sensory Consistency on Consumer Satisfaction in Tourism E-Commerce: From a Schema Perspective" #239 Duc Anh Duong, Khanh An Vu, Ngoc Hue Nguyen, Quyet Tien Nguyen, Viet Thang Mai and Thi Thuy Linh Dinh "Buy Now or Miss Out: Heuristic Cues, FOMO, and Competitive Arousal in Livestream Commerce" #261 Nguyen Thuy Tien, Xu Wen Ti, Ha Phuong Anh, Ly Khanh Toan, Fong Guo Dong and Nguyen Thi Mai Huong "The Impact of AI Virtual Influencers on College Student Purchase Intentions in Fashion Livestream Commerce"	Building
	Session 23: Trustworthy AI and Privacy-Preserving Computing *Chair:* Xiong Zhang, Beijing Jiaotong University #87 Xiaoman Guo, Tian Tian, Abm Munibur Rahman, Minghua Xiao and Zhi Li "Construction and Verification of an Incentive-Compatible Dynamic Data Sharing Mechanism for AI-Driven E-Commerce Platforms" #176 Tianyu Wang, Xinze Zhao, Minzhen Huang, Xiaolei Lin, Ying Wang and Xiong Zhang "A Privacy-Preserving Framework for Multi-Party Data Collaboration in Sea-Rail Intermodal Transport" #193 Tong Sun, Maoning Wang, Zhiyuan Sui and Meijiao Duan "Cryptography-Based Large Language Model Watermarking and Its E-commerce Applications" #251 Yuxiang Dong, Boyan Qian, Bowei Xiang, Xiong Zhang and Weihua Li "Knowledge Graph-Driven Research on Information System Vulnerability Identification and Intelligent Management" #253 Qiong Jia and Yuxin Zhang "Theoretical Mechanisms and Framework of Perceived Algorithmic Bias Affecting Human-AI Collaborative Decision-Making Performance"	Room A622, New Main Building
	Session 24: Causal Prediction and Intelligent Analytics I *Chair: Zhen Peng, China University of Geosciences (Beijing)* #103 Ya-Wen Wu and Wei-Hsi Hung "Spatial Dependence and Zoning-Related Price Differences in Urban Housing Markets: Evidence from New Taipei City" 🏆 #112 Xueping Liu and Zhen Peng "E-commerce Process Mining and Decision Analysis Based on Alpha Miner" 🏆 #164 Zi-Tao Hong and Zhen Peng "Temporal Causal Graph Learning for E-commerce User Behavior Prediction" #171 Deling Yuan and Zhen Peng "Large-Scale Multi-Objective Scheduling Optimization for Urban Last-Mile Express Delivery Under E-Commerce Mega-Promotion Scenarios" #174 Yuxin Lu and Zhen Peng "Causal Effect of Discounts on Purchase Conversion in Social E-commerce: A Double Machine Learning Approach"	Room A1028, New Main Building

	Session 25: Western Digital Economy *Chair: Dan Ma, Southwestern University of Finance and Economics* *Chair: Yingzhao He, Northwest Normal University* #69 Wenyi Wang, Xingyi Liu, Ting Zhang, Yang Wang "Content Competition and Social Influence: Optimal Provision Strategies for Long-Form Video and Short-Form Drama Platforms" 🏆 #84 Zhichao Zhang and Bingzhen Sun "Digital Platforms and Corporate Disclosure Quality: Evidence from retail investors' information processing costs in China" #93 Wanlin Fang, Fang Wang and Haidong Wang "Why Do MSMEs Resist Digital Transformation? An Integrated TOE–Status Quo Bias Perspective" #126 Xinyi Guo, Yan Xu and Yijin Song "Keeping Right and Surprising: A Study on the Influence of the Utilization of Data Elements on the Key Core Technological Innovation of Enterprises" #130 Jiayi Li, Xuedi Wang, Qi Shu, Junhao Liu, Murui Shan and Liang Zhou "The Paradox of Anticipate 'Disaster-Induced Expenditure': A Study of Residential Consumption Behavior in the Wake of Earthquakes—Evidence from Western China"	Room A1048, New Main Building
	Session 26: Digital Transformation and Organizational Change III *Chair: Chunping Deng, Beijing Technology and Business University* *Chair: Mengling Yan, University of Posts and Telecommunications* #232 Yan Tu, Jin Zeng and Yi Ouyang "An Analytical Framework for Science and Technology Innovation Policy Based on Policy Knowledge Graphs, Patent Collaboration Networks, and HGT Heterogeneous Graphs" #283(online) Singwhat Tee, Dil Nawaz Hakro and John R. Hamilton "Islamic Fintech Readiness: A Knowledgeable Complex CB-SEM Bank Officer Study" #287(online) Lanyu Gao, Yanqin Dou, Chunyi Dong, Zhihan Fan and Yuhan Chen "Research on the Value Creation of Data Assets in Applied Universities from the Perspective of the Entire Life Cycle" #221 Yan Tu, Shu Zhao, Junyao Wu and Xiaohong Li "The Development Trajectory and Evolution Mechanism of the Innovation Ecosystem of the National Institute of Biological Sciences, Beijing (NIBS)"	Room A1128, New Main Building VooV Meeting ID: 625416108 Password: 797054
	Session 27: AI in Live Streaming E-Commerce *Chair: Yang Yang, Beijing Information Science & Technology University* #23 Zihao Wang and Tonghe Tan "A Study on the International Communication Effects of SD-WAN Dedicated Lines within Cross-Border E-commerce" #159 Chengyu Zhang and Chenxi Li "Vocal Arousal and Tipping Behavior in Game Live Streaming" #185 Hong Guo and Shang Gao "Anthropomorphic Characteristics of Digital Human Streamers and Their Impacts on Purchase Intention in Live Streaming E-Commerce" #212 Fangzhan Lin, Ke Xu and Zhongyun Zhou "Not All GenAI Disclosures Are Alike: How the Stage of GenAI Involvement Shapes Purchase Intention for Digital Games" #75 Tuotuo Qi and Haoliang Yu "Virtual vs. Human Streamers: The Influence of Streamer Type on Consumer Purchase Intentions"	Room A1148, New Main Building
12:15-14:00	Lunch	Hangwei Restaurant
14:00-15:30	Paper Presentation Sessions	

	Session 28: AI-Generated Content and Consumer Engagement I *Chair: Zhong Yao, Beihang University* #151 Xiaochen Liu, Lu Chen and Shouwang Lu "AI Ingratiation in Content Generation: A Dual-Pathway Model of Intimacy and Authenticity" #242 Yuxuan Zhang, Haohao Li, Feifan Ren and Yue Li "Trust in AI-Assisted Newsvendor Decisions: Effects of Information Design" #275 Sihui Cao and Zhihong Li "Collaborative Governance Strategies for AIGC-Enabled Deceptive Marketing Information" #125 Jie Luo, Jun Wang, Mujiang Deng and Rongxuan Zhuang "Complement or Substitute? Optimal Combination of Heterogeneous AI Support Tools and Monetary Incentive Strategies for Competitive UGC Platforms" #128(online) Duqun Lu, Qian Zhang and Jie Dai "Investigating the Impact Mechanism of AIGC Technology Capability on Project Management Performance Perception"	Room A612, New Main Building VooV Meeting ID: 195783368 Password: 413298
	Session 29: Gen AI and Digital Innovation *Chair: Qingyun Xu, The Hong Kong Polytechnic University* *Chair: Yuanyuan Wu, Southwestern University of Finance and Economics* #131 Pengkun Wu, Yuanxi Liu, Yuanyuan Wu and Yang Liu "How "AI Info" Labels Influence Social Media Posting Behavior? Evidence from Instagram" #206 Jinpeng Zhu, Lin Zhang and Tianhui Gao "Generative AI and Employee Creativity: An Individual Ambidexterity Perspective" #70 Dexia He, Qingyun Xu, Yongbo Xiao and Guofang Nan "Optimal Blockchain Information Disclosure Design: A Bayesian Persuasion Approach" #229 Jing Peng, Jinfeng Zeng and Xiaoqin Fu "Game Analysis and Simulation on the Collaborative Low-Carbon Transformation of Packaging Supply Chains in the Digital Era"	Room A618, New Main Building
	Session 30: Digital Marketing and Consumer Behavior II *Chair: Xianwei Liu, Harbin Institute of Technology* #219 Chenxue Pan, Xinrui Li and Yue Ding "Diverse but Cohesive: The Impact of Sensory Distinctiveness in Tourism Product Promotion" #227 Hang Dong, Jikyung (Jeanne) Kim, Shuang Zheng, Jie Ren, Helen Chun and Balaji Padmanabhan "How Do Large-Scale Negative Events Impact Online Reviews?" #247 Quyet-Tien Nguyen, Trung Thanh Tran, Thi Lan Nghiem, Minh Trang Khuat, Ngoc Phuong Linh Hoang and Thuy Ngoc Nguyen "Pet-Only or Pet-and-Owner? The Dual Effects of Owner Presence in Pet Influencer Marketing" #284 Yu Ye, Min Yan, Qionglei Yu and Yi Zheng "Mediated Online Interaction, Selfing and Service Encounter Preference" #121 Danning Xie, Fang Wei and Yuewen Liu "CICEN: A Deep Learning Framework for Causal Inference in Continuous Marketing Treatments"	Room A622, New Main Building
	Session 31: Generative AI in Electronic Commerce *Chair: Xue Yang, Nanjing University* #246 Jiayao Zhao, Lin Wang, Zhiyong Li and Hongxin Liu "Sales Mode Selection with AI-Generated Review Summaries in Dual-Channel Supply Chains"	Room A1028, New Main Building VooV Meeting ID: 574991292 Password: 0134

	#299 Jao-Hong Cheng and Li-Ming Wang "Anthropomorphism and Relational Ontology of Purchase Intention in Generative AI Use: Insights from Mind Perception Theory and the Computers as Social Actors Paradigm" #9(online) Wedad M. Aljawder "AI-Driven Customer Experience in Small and Medium Enterprises: A Systematic Literature Review and Multi-Level Framework with a Focus on the GCC" #79(online) Kaiqiang Sun, Guangyu He, Rui Liao, Weixi Li and Lei Liu "Improving Multi-Role Intelligent Customer Service Workbenches in Enterprise Settings: A Grounded-Theory-Informed Design and Formative Evaluation" #188 Yang Zhao, Na Li and Shuai Chen "Research on Human-AI Collaboration Based on BERTopic: Exploratory Thematic Mapping and Evolutionary Analysis (2020-2025)"	
	Session 32: Causal Prediction and Intelligent Analytics II *Chair: Ying Hua, University of International Business and Economics* #241 Mujiang Deng, Jun Wang and Jie Luo "Algorithmic Pricing and Platform Competition: The Substitutability of Discrimination Intensity under Behavior-Based Price Discrimination" #48 Fangyuan Ding and Dongyuan Lu "LLM-EIDT: An LLM-based Multi-Stage Framework for the Ex-ante Identification of Disruptive Technologies" #286 John Hamilton and IMade Sukresna "Complex Structural Equation Modelling: Comparing single indicator latent composite variants to optimal, or full-parameter models" #148 Yu Meng, Xiling Cui, Libo Liu, Man Ching Yuen, Xinyi Yu and Yida Song "Balancing accuracy, efficiency and interpretability: A comparative review of text classification paradigms" #60(online) Long He, Kaiqiang Sun, Yu Yao and Mingfang Zhang "Research on the Design of an Emotion Recognition Tool Selection Framework"	Room A1048, New Main Building VooV Meeting ID: 315841545 Password: 123456
	Session 33: Western Digital Economy and Regional Innovation *Chair: Dan Ma, Southwestern University of Finance and Economics* *Chair: Ying Zhao, Sichuan University* 🏆 #199 Yingzhao He, Xiaoyu Wang and Wanting Guo "Realizing Digital Value through Dual Capability Reconfiguration: An Affordance-Based Perspective" #156 Jiayi Chen, Hao Song, Siyan Chen, Jueni Lyu and Christy M. K. Cheung "The Impact of Digital Divide on Older Adults' Health Outcomes: A Literature Analysis" #260(online) Luo Xue Qiang, He Bin and Cai Ying Ying "Research on the Construction of Lifelong Learning Platform from the Perspective of Silver Economy: Empowerment Path of Cross-border E-commerce Skills for the Elderly in Smart Elderly Care Scenarios" #276 A B M Munibur Rahman, Zhan Zhan and Yuanting Xia "Digitalizing Industry-Education Integration: A China-Bangladesh Luban Workshop Model for Cross-Border Vocational Education Ecosystems" #85 Yi Chen Tang and Yan Tu "Heterogeneity and Linkage Strategies of Patent Cooperation Networks of New R&D Institutions: A Comparative Study Between the Pearl River Delta and Eastern, Western, and Northern Guangdong"	Room A1128, New Main Building VooV Meeting ID: 953139138 Password: 758832

	Session 34: Digital Transformation and Organizational Change IV *Chair: Mengling Yan, University of Posts and Telecommunications* *Chair: Chunping Deng, Beijing Technology and Business University* #88(online) Runzhe Wang, Xinyuan Lu, Xueqing Wang and Rui Zhu "Invisible Cultivation at the Edge: An Exploratory Study of Shadow User Innovation and Information Farming in Enterprise GenAI Adoption" #204 Wei Zhang, Liang Li and Xuena Zou "Transforming Chronic Disease Management through Information System Implementation: An Organizational Control Perspective" #226 Ruihan Zhong and Yan Yu "From Digital Technologies to Employees' Innovation in Workplace: A Conservation of Psychological Resource Perspective" #20 Zhijing Wu, Yunjie Xu and Kun Zhang "IT Investment and Firm Performance: A Multi-technology, Multi-industry, and Multi-level Perspective" #230 Yan Tu, Yi Ouyang and Jin Zeng "Government-Market Synergy in Digital Biopharma: A Three-Stage Model of Technology Diffusion"	Room A1148, New Main Building VooV Meeting ID: 730898043 Password: 555555
15:30-16:00	Coffee Break	
16:00-17:30	Paper Presentation Sessions	
	Session 35: Governing the Cyberspace Content in the Age of AI *Chair: Renee Rui Chen, Shenzhen University* *Chair: Yangjun Li, Beijing Institute of Technology* #142 Ruizhe Qu, Yang-Jun Li, Yan Liu and Jicheng Zeng "Decomposing and Quantifying Morality in Online Moralized Content Diffusion" #240 Manning Li, Lu Wang and Xiaoying Li "The Influence of Metaphors and Social Interaction Design on Users' Support Intentions on Charitable Donation Platforms" #191 Zhan Zhan, A B M Munibur Rahman, Feng Weiguo and Jianhui Xiang "The Paradox of Efficiency: Teacher-Directed AI Misuse and the Burden of Busywork in Higher Education" #109 Grace Yuekun Gao, Bobby T.K. So and Christy M.K. Cheung "Gender Bias: Student Evaluations of Female Academics in IT-Related Fields" #213 Wanchun Cai, Xueqi Li and Renee Rui Chen "The Impact of Generative AI on Employee Innovative Behavior: A Transactional Model of Stress and Coping Perspective"	Room A618, New Main Building
	Session 36: AI-Generated Content and Consumer Engagement II *Chair: Zhong Yao, Beihang University* #42 Nguyen Dac Trung Huy, Nguyen Thi Xuan Ly, Pham Dinh Ngoc Tram, Duong Thi Ky Duyen and Hoang Vuong Tuong Vy "The AI Generated Content Persuasion: What Drives Purchase Intention on Short-Form Videos in China, Thailand, and Vietnam?" #64 Shirong Kuang and Yingpeng Zhu "Substitute or Supplement? Unpacking the Impact of AI Avatars on User Engagement" #114 Huanyu Feng, Lingfei Deng, Xiaochen Liu, Xianjiao Wu and Xinqiong He "The AI Storyteller Effect: How Integrated Chatbots Shape Backers' Funding Decisions in Cultural Event Crowdfunding" #74 Ze-Long Feng and Yi-Ming Guo "The Impact of GenAI Literacy on Consumer Decision-Making: A Moderated Mediation Model of Information Overload and Consumer Involvement"	Room A622, New Main Building VooV Meeting ID: 693179800 Password: 93894

	#269 Pengfei Tang, Wuhuan Xu "Fit -specific Information and Presentation Format: How Q&As Improve the Usefulness of Online Consumer Reviews" #122(online) Eldon Y. Li, Guan-Wei Huang and Rui-Yan Hong "The Effects of GenAI Information Quality and Explainability on User Trust, Perceived Risk, Information Verification Intention, and Recommendations"	
	Session 37: Low-Altitude Economy and Smart Mobility *Chair: Zhongfeng Qin, Beihang University* *Chair: Zhuzhu Song, China Agricultural University* #209 Yanqi Ding, Zhuzhu Song and Zhongfeng Qin "The Strategic Decision of Data Sharing under Coopetition in Interdependent Markets" #233 Qian Jin, Qin Zhongfeng and Zhang Huiming "Enhancing Resilience of UAV Swarms: A Risk-Sensitive MAPPO Approach" #215 Junhao Wu, Tian-Liang Liu and Jia Guo "Two-stage distributionally robust optimization for eVTOL infrastructure planning and fleet scheduling" #40 Chung-Ming Wung "The Efficiency–Agility Paradox in Software-Defined Vehicle Ecosystems: Lessons from Nokia for BYD"	Room A1028, New Main Building
	Session 38: Digital Marketing, Reviews, and Persuasion *Chair: Lin Liu, Beihang University* *Chair: Jinsong Huang, Beihang University* #278 Yani Liu, Kanliang Wang and Zelin Zhang "Brand post strategy dynamics for new products on social media: A new lens of attribute information concentration" #168 Jing-Yu Lu and Chen-Xi Li "The Effect of Colloquial Product Titles on E-Commerce Sales" #200 Lin Liu "Bargaining with Online Celebrity in Live Streaming Commerce" #34 Congyue Xu and Xianwei Liu "AI Assistance in Restaurant Review Writing: Effects on the Quantity and Quality of Customer Engagement" #17 Yaoxin Wang and Xianwei Liu "Short Cuts, Long Shadows: How Concise Advice Obscures Information Matching Efficiency" #18 Xiao Mo and Xixian Li "Psychological Capital and Opportunity Recognition in E-Commerce: The Moderating Role of Environmental Dynamism"	Room A1048, New Main Building
	Session 39: AI and LLM in Marketing IV *Chair: Ronggang Zhou, Beihang University* *Chair: Xu Zhu, Beihang University* #264 Junnan Li, Yuxin Geng and Xingru Chen "Unilateral Cooperation: LLM Pricing in the Grip of an Extortioner" #270 Boyang Liu, Ruiqing Zhao, Zuhong Liu, Beiping Tan and Ronggang Zhou "Predicting Advertising Effectiveness: An Audio-Based Framework" #273 Haoyu Dong, Yuxin Geng and Xingru Chen "Breaking LLM Pricing Collusion via Asymmetric Update Frequencies" #189 Yake Yang, Fangzhan Lin, Ke Xu and Zhongyun Zhou "Mapping GenAI-Enabled Technical Features to Player Needs in Digital Games: A Needs-(Dis)Affordances-Features Framework" #262 Jiabo Zhao, Qiongwei Ye, Shuo Liu, Zhilin Pang and Yue Ma "Similar One: A Behavioral Equivalence Framework for Reverse Recommendation in Spatio-temporal Constrained Environments"	Room A1128, New Main Building

	Session 40: Digital Resilience and Sustainability *Chair:* Wenyu (Derek) Du, Beihang University #150 Zhong Sijia, Li Zhi, Zhang Ning, Bao Zhao and Zhan Zhan "The Impact of Climate Risk Attention on Audit Fees in the Digital Economy: Empirical Evidence from Chinese E-Commerce Listed Companies" #160 Yalan Lei, Mei Yang, Hongxuan Liu and Yumei Luo "Structural Features of Regional Competitive Networks in China's Pharmaceutical Logistics Industry from a Digital Logistics Perspective: A Social Network Analysis of Four Major Economic Regions in 2019" #197 Ran Jiasen, Xia Zhenghao and Xiao Jinghua "How Ecosystem-Empowering Users Drive Service-Oriented Manufacturing Upgrading: A Case Study from a Service Ecosystem Perspective" #13 Hong-Mei Guo, Ming-Hua He, Xu-Hong Ying and Xin-Yang Chen "Examining the Impact of Residents' Perceived Value on Continued Usage of Smart Community Service Platforms: Evidence from China" #72(online) Duqun Lu, Qiyu Bao, Jinao Zhang and Jiping Wang "Exploring Reverse logistics: A TRLI-S-B Model Analysis Based on Information, Emotion and Perceived Uncertainty"	Room A1148, New Main Building VooV Meeting ID: 164105276 Password: 123456
17:45-19:00	Dinner	Hangwei Restaurant
Monday, 20 July 2026		
08:00-13:00	Industrial Tour	HUAWEI and TESLA

Note: 🏆 indicates papers selected for the Best Paper Awards.

About the Organizer

Beihang University School of Economics and Management (BHSEM), founded in 1956, is the earliest established economics and management faculty and possesses the most provincial and ministerial key laboratories among universities of science and engineering in China. BHSEM is one of the first eight schools to have a national key discipline in management science and engineering, and is supported by national top university programs "211 Project", "985 Project", and "Double First-Class" initiative.

BHSEM currently has four first-level disciplines, including Management Science and Engineering, Applied Economics, Business Administration, and Statistics, as well as nine departments. BHSEM offers 7 PhD doctoral degree conferring programs and one postdoctoral program. It has 122 faculty members, including 45 professors, 64 associate professors, 13 lecturers and 66 doctoral supervisors. There are 2,452 enrolled students in the school, including 253 international students.

BHSEM owns the Low-carbon Intelligent Governance Lab (first batch of Philosophy and Social Science Lab of Ministry of Education), Data Intelligence and Management Key Laboratory of Ministry of Industry and Information Technology, Complex System Analysis and Managerial Decision Support Key Laboratory of Ministry of Education, and Beijing Key Laboratory of Emergency Support Simulation Technologies for City Operations.

BHSEM has proactively embraced an open educational strategy, gradually establishing a comprehensive and multi-level international exchange framework that continuously enhances its global influence. It has established cooperation with more than 20 top universities and research institutions in the world in areas such as student exchange programs, scientific research partnerships, and faculty mobility initiatives.

For more information: https://sem.buaa.edu.cn

About the Co-Organizers

International Research Center for Complexity Sciences, Hangzhou International Innovation Institute, Beihang University

The International Research Center of Complexity Sciences is an interdisciplinary research hub, led by world-renowned scientists. The center integrates physics, computational science, economics, and social sciences to advance both theoretical and applied research. Aiming to foster an inclusive and collaborative research environment that attracts young scholars and students from around the world to explore cutting-edge and real-world problems in complexity sciences. Led by Nobel Prize Laureate Prof. Giorgio Parisi as Chief Scientist, with a core research team composed of distinguished scholars, including members of the Academia Europaea. It is dedicated to advancing research in complexity sciences and related fields. We bring together researchers from across disciplines: computer science, physics, sociology, biology, philosophy, and more. We believe that solving complex problems requires diverse perspectives and a spirit of collaboration. With partnerships across Asia, Europe, and North America, we work with universities, tech companies, government institutions, and civic organizations to translate ideas into action. Our work is not just theoretical. It has real-world impact in key areas: Urban systems: We model traffic, energy use, and social patterns to help design smarter, more responsive cities. Healthcare: Our models help predict disease spread, optimize medical resources, and support personalized treatment. Environment: We analyze the interplay between human activity and ecosystems to guide sustainability strategies. Business and innovation: We study how organizations adapt, collaborate, and innovate in a complex economy. Digital society: We investigate how AI and algorithms affect public discourse, behavior, and trust online. We also see education as a core mission—training the next generation of students to think critically, creatively, and systemically about the world they live in.

Global Electronic Business Research Center, Chung Cheng University

The Global Electronic Business Research Center at Chung Cheng University aims to centralize the college's human resources to serve society and enterprises, fulfill the university's social responsibilities, and enhance the college's international academic status. The history of the Center is as follows. In 2001, Professor Eldon Y. Li founded the International Consortium for Electronic Business (see http://icebnet.org/) in Hong Kong during the first International Conference on Electronic Business (ICEB), and then returned to Taiwan in 2003 to join Yuan Ze University and establish this center at the University's Department of Information Management. In 2005, the center was transferred to the Department of Management Information Systems at Chengchi University. Finally, it was transferred to the Department of Information Management at Chung Cheng University in February 2021. It is a college-level cross-disciplinary research center with an office located in Room 016 of the basement of the College of Management. It holds academic conferences regularly, co-organizes the ICEB International Conference annually, and publishes the internationally renowned Journal of Business and Management to enhance the international academic status of the College.

Association for Information Systems

The Association for Information Systems (AIS) serves society through the advancement of knowledge and the promotion of excellence in the practice and study of information systems. AIS is the premier professional association for individuals and organizations who lead the research, teaching, practice, and study of information systems worldwide.

About the Sponsors

Hong Kong Association for Information Systems (HKAIS)

The Hong Kong Association for Information Systems (HKAIS) is a Chapter of the Association for Information Systems (AIS) serving Hong Kong members of AIS. The goal of the Chapter is to promote the exchange of ideas, experiences, and knowledge among scholars and professionals in Hong Kong engaged in the development, management, and use of information and communications systems and technology.

For more information: https://aisnet.org/communities/chapters

The SESC Information Systems Engineering Technical Committee (CNAIS)

The SESC Information Systems Engineering Technical Committee (CNAIS) is an academic association for information systems in China. It is the China Mainland Chapter of the Association for Information Systems (AIS). CNAIS's mission is to become a pivotal platform for academic exchange and collaboration in China's information systems (IS) field and to facilitate communication and collaboration between Chinese IS scholars and scholars around the world.

For more information: https://cnais.sem.tsinghua.edu.cn/jj.htm

Committee for Industrial Digital-Intelligent Transformation and Innovation Management, China Information Economics Society

The Committee for Industrial Digital-Intelligent Transformation and Innovation Management is a professional committee under the China Information Economics Society. It is one of the Society's professional committees. The committee focuses on opportunities brought by the era of large models and industrial digital-intelligent transformation. It aims to promote the deep integration of the digital economy and the real economy, foster academic innovation, management practice, and university-industry-research collaboration in the field of industrial digital-intelligent transformation, and encourage high-quality academic research on topics related to new quality productive forces, data elements, industrial Internet, digital health, large-model applications, AI agents, industrial innovation ecosystems, and intelligent economy.

For more information: https://www.cies.org.cn/site/term/8.html

Association for AI and Management, Society of Management Science and Engineering of China

The Association for AI and Management aims to bring together researchers in artificial intelligence, management science, and related fields. By integrating artificial intelligence technologies with management science methods such as systems science, statistics, and operations research, the association seeks to promote innovation in research paradigms, combine the strengths of AI technologies with the characteristics of management thinking, and advance methodological improvement and decision optimization for problems in management science. It is committed to building an integrated platform for discipline development, talent cultivation, scientific research, and management innovation in "AI + Management," thereby contributing to the development of artificial intelligence technology and management applications in China. Its major tasks include establishing an academic exchange platform for scholars in management science and AI, supporting research transformation and university-industry-research collaboration, developing international exchange platforms, and building talent cultivation platforms for AI and management science.

For more information: https://www.glkxygc.cn/about/fenhui/rengong/

Committee for Human-AI Interaction and Experience, Chinese Ergonomics Society

The Committee for Human-AI Interaction and Experience is a branch of the Chinese Ergonomics Society. Founded in 2020, it is hosted by Beihang University. Following the advancement of AI technology, the committee focuses on intelligent interaction and user experience research in intelligent scenarios. It unites researchers in relevant fields, boosts academic innovation and industrial exchanges, popularises human-oriented interaction design theories and technologies, and advances the development of intelligent products.

Institute for AI Governance, Renmin University of China

Founded on April 25, 2025, the Institute for Artificial Intelligence (AI) Governance at Renmin University of China (RUC) is a university-level interdisciplinary research institute. Guided by the ideal of Aggregation, Innovation, and Goodness (AIG), it seeks to promote responsible, human-centered, and balanced AI governance, contribute to global governance reform, and support the long-term development of AI in China. Drawing on RUC's strengths in the humanities, social sciences, natural sciences, and engineering, the Institute brings together more than 120 scholars from over 20 schools and departments. It focuses on six major areas of AI governance and integrates cutting-edge research, platform development, talent cultivation, policy consulting, and social services. Since its establishment, the Institute has produced numerous academic publications, policy reports, monographs, seminars, and thematic workshops.

SAP University Competence Center

SAP University Competence Center (Beijing) (hereinafter referred to as "UCC Beijing") is the sixth and only university competence center in Asia, which was jointly established by Beijing Jiaotong University and SAP (SAP is a leader in the global enterprise application and software market) in 2013. UCC Beijing is constructed by the School of Computer Science and Technology. As the leader of SAP higher education services, UCC Beijing aims to provide one-stop education solutions based on SAP products and services for colleges and universities in the Chinese Mainland. UCC has established partnerships with nearly 100 universities across the country in the last 12 years, and has been serving over 200,000 teachers and students. Beijing Jiaotong University (BJTU) is a national key university directly administered by the Ministry of Education, jointly supported by the Ministry of Education, the Ministry of Transport, the People's Government of Beijing Municipality, and China State Railway Group Co., Ltd. It is an active contributor in China's "211 Project", "985 Innovative Platforms for Strength Disciplines in Engineering," and "Double First-class Project".

Hotels and Transportation

Hotels

Hotel Name: Vision Hotel Beijing (唯实酒店)

Address: No. 39 Xueyuan Road, Haidian District, Beijing

Rate: The Business Standard Room (twin) is CNY 648 per night (no breakfast) and CNY 698 per night (including a single breakfast). The Business Standard Room (queen) is CNY 698 per night (no breakfast) and CNY 748 per night (including a single breakfast).

Book: Dial +86 10-62308899 and transfer the call to the Reservation Department. Reference the ICEB 2026 at the School of Economics and Management of Beihang University.

Due to limited rooms, first come, first served.

Hotel Name: Park Plaza Beijing Science Park (丽亭华苑酒店)

Address: No. 25 Zhichun Road, Haidian District, Beijing

Rate: The Superior Room (2 twin or 1 queen) is CNY 500 per night (no breakfast) and CNY 598 per night (including a single breakfast). The Deluxe Room (2 twin or 1 queen) is CNY 658 per night (including a single breakfast).

Book: Dial +86 10-13401044601, Manager Mr Shi, and reference the ICEB 2026 at the School of Economics and Management of Beihang University.

Due to limited rooms, first come, first served.

Conference Venue: Beihang University, Beijing, China

Address:

37 Xueyuan Road, Haidian District, Beijing, P.R. China, 100191.

Transportation:

From Beijing Capital International Airport (preferred, 30km to campus):

Metro- Capital Airport line to Line 10

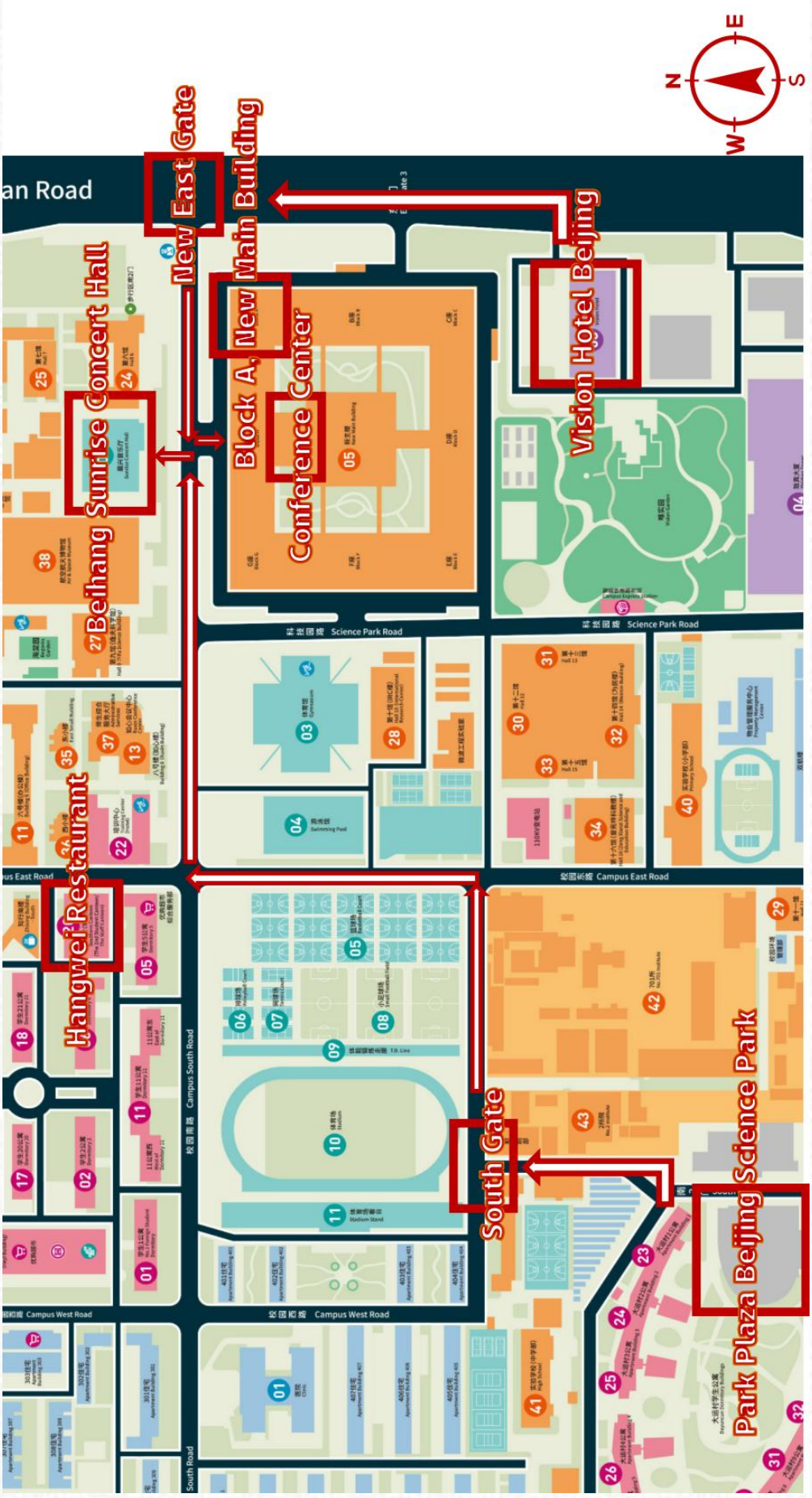
Taxi: 100-120 RMB (15-20 USD)

From Beijing Daxing International Airport (60km to campus):

Metro- Daxing Airport line to Line 10

Taxi: 250-300 RMB (35-45 USD)

Key Venues and Campus Map



Beihang University, Beijing, China
July 16-20, 2026