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Keynote I

Robert M Davison, Ph.D.

Professor of Information Systems at City University of Hong Kong

Former Editor-in-Chief, *Information Systems Journal*

Former Editor-in-Chief, *Information Systems Practice Journal*

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 M Davison is a professor of Information Systems at the City University of Hong Kong. He teaches IT Consulting, IS for Managers for MBA students, and qualitative research methods for PhD and DBA students. His research focuses on problem solving with information systems, especially situations where employees are required to use a corporate system that doesn't fit their needs. Prof. Robert Davison has published over 400 papers in conferences and journals, presented his research in 50+ countries globally, and also acted as editor-in-chiefs of two top journals: *Information Systems Journal* and *Information Systems Practice Journal*. His research and teaching are both motivated by the use of IS for problem solving. In this he believes it is critical to bridge academia and practice. In his teaching, Prof. Robert Davison draws on his research and consulting experiences. In his research and consulting, he actively looks for problem situations where he believes that IS can make a difference, but invariably in combination with other aspects, i.e., not technologically deterministically. His preferred method of engagement with practice is Action Research (AR). Prof. Robert Davison has written several papers introducing Action Research and also teaches masterclasses that are centred on the application of the method.



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: "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, 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

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, 09:00-09:45

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, the 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 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.



Keynote IV

Qiang Ye, Ph.D.

Chair Professor, University of Science and Technology of China

Executive Dean, Faculty of Business for Science & Technology

Executive Dean, School of Management

Dean, International Institute of Finance

Title: "TBD"

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

Abstract:

TBD

Biographical notes:

Qiang Ye is a Chair Professor at the University of Science and Technology of China, serving as the Executive Deans of the Faculty of Business for Science & Technology and the School of Management, as well as the Dean of the International Institute of Finance. He also holds the positions of Vice Chairman of the China Information Economics Society and Chair of its Fintech Professional Committee, Vice Chairman of the Society of Management Science and Engineering of China and Chair of its Big Data and Business Analytics Research Institute, and Chair of the Artificial Intelligence and Big Data Analytics Professional Committee of the Chinese Academy of Management. Additionally, he is the Member of the Expert Group on Blockchain for National Key Special Projects under the Ministry of Science and Technology, the Member of the 6th National MBA Education Steering Committee, and the Member of the 7th Discipline Evaluation Group of the Academic Degrees Committee of the State Council. His main research areas include digital economy and big data analytics, business applications of artificial intelligence, and fintech. He was awarded the National Science Fund for Distinguished Young Scholars in 2012, selected as a CJ Distinguished Professor by the Ministry of Education in 2016, and received the Wu Jiawei Award in China's Information Economics in 2017. He has been shortlisted as the Elsevier Highly Cited Chinese Researcher for ten consecutive years from 2015 to 2024.



ICEB2026 Session Overview

ICEB 2026 Schedule Overview			
Date	Time	Event	Venue
7/16 (Thu)	09:00-17:30	Registration	Vision Hotel
	16:00-18:00	ICEB Board Meeting (Invitation only)	Room A622, New Main Building, and Zoom
	18:00-20:00	ICEB Board Dinner (Invitation only)	TBD
7/17 (Fri)	09:00-17:30	Registration	Lobby, Conference Center, New Main Building
	09:00-17:15	ICEB Doctoral Consortium	Room A622 and Room A618, New Main Building
	17:30-20:00	ICEB Doctoral Consortium Dinner	TBD
	14:00-15:30	Workshop 1	Conference Room 8, Conference Center, New Main Building
		Workshop 2	Conference Room 5, Conference Center, New Main Building
	15:30-15:45	Coffee Break	
	15:45-17:15	Workshop 3	Conference Room 8, Conference Center, New Main Building
		Workshop 4	Conference Room 5, Conference Center, New Main Building
17:30-20:00	Welcome Reception	TBD	
7/18 (Sat)	08:30-18:00	Registration	Lobby, Conference Center, New Main Building
	09:00-09:45	Opening Ceremony	Grand Hall, Conference Center, New Main Building
	09:45-10:15	Group Photo & Coffee Break	Grand Hall, Conference Center, New Main Building
	10:15-11:00	Keynote Speech I – Prof. Robert M Davison	Grand Hall, Conference Center, New Main Building
	11:00-11:45	Keynote Speech II – Prof. Junjie Wu	Grand Hall, Conference Center, New Main Building
	12:00-14:00	Lunch	TBD
	14:00-15:30	Paper Presentation Sessions	
		Session 1: ID: 26,30,39,50,58	Conference Room 1, Conference Center
		Session 2: ID: 214,268,51,147,63	Conference Room 3, Conference Center
		Session 3: ID: 68,96,152,167,177	Conference Room 4, Conference Center
		Session 4: ID: 25,67,113,194,28	Conference Room 5, Conference Center
		Session 5: ID: 76,77,110,133,218	Conference Room 8, Conference Center
		Session 6: ID: 136,161,166,169,195	Room A1028, New Main Building
		Session 7: ID: 31,132,138,222,263	Room A1048, New Main Building
		Session 8: ID: 36,38,45,86,145	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 1, Conference Center	
	Session 11: ID: 255,52,53,127,54	Conference Room 3, Conference Center	
	Session 12: ID: 178,118,210,16,99	Conference Room 4, Conference Center	
	Session 13: ID: 231,236,237,43,186	Conference Room 5, Conference Center	
	Session 14: ID: 248,266,163,15,250	Conference Room 8, Conference Center	
Session 15: ID: 116,19,106,124,46	Room A1028, New Main Building		

		Session 16: ID: 267,123,280,285,144	Room A1048, New Main Building	
		Session 17: ID: 95,108,154,187,271	Room A1128, New Main Building	
		Session 18: ID: 238,243,198,141,47	Room A1148, New Main Building	
	18:00-20:30	Conference Banquet	TBD	
7/19 (Sun)	08:30-16:00	Registration	Lobby, Conference Center, New Main Building	
	09:00-09:45	Keynote Speech III – Prof. Yi-Cheng Zhang	Grand Hall, Conference Center, New Main Building	
	09:45-10:30	Keynote Speech IV – Prof. Qiang Ye	Grand Hall, Conference Center, New Main Building	
	10:30-10:45	Coffee Break		
	10:45-12:15	Paper Presentation Sessions		
			Session 19: ID: 157,158,228,256,183	Conference Room 1, Conference Center
			Session 20: ID: 78,140,245,81,272	Conference Room 3, Conference Center
			Session 21: ID: 252,131,265,94,29	Conference Room 4, Conference Center
			Session 22: ID: 62,202,208,217,239	Conference Room 5, Conference Center
			Session 23: ID: 87,176,193,251,253	Conference Room 8, Conference Center
			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: 221,232,283,287	Room A1128, New Main Building	
		Session 27: ID: 23,75,185,159,212	Room A1148, New Main Building	
	12:15-14:00	Lunch	TBD	
	14:00-15:30	Paper Presentation Sessions		
			Session 28: ID: 262,264,270,273,189	Conference Room 1, Conference Center
			Session 29: ID: 128,151,242,275,125	Conference Room 3, Conference Center
			Session 30: ID: 70,206,229,234,249	Conference Room 4, Conference Center
			Session 31: ID: 219,227,247,284,121	Conference Room 5, Conference Center
			Session 32: ID: 246,299,9,79,188	Conference Room 8, Conference Center
			Session 33: ID: 241,48,60,148,286	Room A1028, New Main Building
			Session 34: ID: 199,85,260,276,156	Room A1048, New Main Building
	Session 35: ID: 88,204,226,20,230	Room A1128, New Main Building		
	Session 36: ID: 72,150,160,197,13	Room A1148, New Main Building		
15:30-16:00	Coffee Break			
16:00-17:30	Paper Presentation Sessions			
		Session 37: ID: 142,213,240,109,191	Conference Room 1, Conference Center	
		Session 38: ID: 42,64,114,122,74	Conference Room 3, Conference Center	
		Session 39: ID: 209,233,215,40	Conference Room 4, Conference Center	
	Session 40: ID: 168,200,34,17,18	Conference Room 5, Conference Center		
17:45-19:00	Dinner	TBD		
7/20 (Mon)	10:00-13:00	City Tour (Self-arranged and information will be provided at the Registration Desk)	TBD	

ICEB 2026 Program Session Details

ICEB 2026 Program Session Details		
Thursday, 16 July 2026		
Time	Event	Venue
09:00-17:30	Registration	Vision Hotel
16:00-18:00	ICEB Board Meeting (Invitation only)	Room A622, New Main Building, and Zoom
18:00-20:00	ICEB Board Dinner (Invitation only)	TBD
Friday, 17 July 2026		
Time	Event	Venue
09:00-17:30	Registration	Lobby, Conference Center, New Main Building
09:00-17:15	ICEB Doctoral Consortium	Room A622 and Room A618, New Main Building
17:30-20:00	ICEB Doctoral Consortium Dinner	TBD
14:00-15:30	Workshop 1: TBD	Conference Room 8, Conference Center, New Main Building
	Workshop 2: TBD	Conference Room 5, Conference Center, New Main Building
15:30-15:45	Coffee Break	
15:45-17:15	Workshop 3: TBD	Conference Room 8, Conference Center, New Main Building
	Workshop 4: TBD	Conference Room 5, Conference Center, New Main Building
17:30-20:00	Welcome Reception	TBD
Saturday, 18 July 2026		
Time	Event	Venue
08:30-18:00	Registration	Lobby, Conference Center, New Main Building
09:00-09:45	Opening Ceremony	Grand Hall, Conference Center, New Main Building
09:45-10:15	Group Photo & Coffee Break	Grand Hall, Conference Center, New Main Building
10:15-11:00	Keynote Speech I – Prof. Robert M Davison Title: Research Integrity Matters: A Journal Editor’s Perspective	Grand Hall, Conference Center, New Main Building
11:00-11:45	Keynote Speech II – Prof. Junjie Wu Title: A New Frontier for Business Research in the Era of AI	Grand Hall, Conference Center, New Main Building
12:00-14:00	Lunch	TBD
14:00-15:30	Paper Presentation Sessions	
	Session 1: #26 Puyi Fang and Yingpeng Zhu “When Sequential Features Meet Cognitive Load: A Generative Recommender 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”	Conference Room 1, Conference Center

	<p>#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”</p> <p>#50 Mingxin Sun, Yuhui Li and Beiping Tan “The "Humanization" Paradox of AI Shopping Assistants: A Double-Edged Sword Effect of Social Presence Perception”</p> <p>#58 Meina Zhao “The Impact of the Integration of Artificial Intelligence and Search Technology on Online Purchase Intentions”</p>	
	<p>Session 2:</p> <p>#214 Tie Ma, Zhibo Wang, Xinyi Liu and Meimei Xia “Research on AI Driven Innovation Platform for Aging Adaptation of Old Residential Areas”</p> <p>#268 Xun Zhang and Yan Zou “Configurational Paths of Digital Intelligence Empowering Corporate Green Innovation Performance”</p> <p>#51 Shuping Liang and Zhanghua Yan “Institutional Enablers and Social Diffusion: A Synergistic Pathway for AI Inclusion in Chinese Private Enterprises”</p> <p>#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”</p> <p>#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”</p>	<p>Conference Room 3, Conference Center</p>
	<p>Session 3:</p> <p>#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”</p> <p>#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”</p> <p>#152 Ji Luo, Yanling Xu and Wenbo Peng “Analysis of AI E-commerce Development Strategies Based on Topic Clustering”</p> <p>#167 Jing Tan, Mengyao Liu and Rui Wang “The Dual-Path Mechanism of Green Values and Environmental Information Disclosure on Green Consumption Behavior”</p> <p>#177 Haihui Han, Wenjing He and Rui Wang “Beyond the Green Premium: A Discrete Choice Experiment on Tourists' Multi-Attribute Preferences”</p>	<p>Conference Room 4, Conference Center</p>
	<p>Session 4:</p> <p>#25 Yuan He, Zhimin Zhou, Xiaoxuan Guo and Imane Sbai “Are rational posts always suitable for virtual influencers? The role of destination brand personality”</p> <p>#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”</p> <p>#113 Linjian Zhang, Liangbo Zhang, Chunqun Liu and Yuqing Si “Human Doctor or Digital Twin Doctors? A Study on the Impact of Doctor Types on Patient Adoption Intention”</p> <p>#194 Qian Zhang, Chenrui Zhang, Xiaohe Wang and Dongyu Chen “Aligned Emotions, Enhanced Donations: Multimodal Emotional Consistency and User Behavior on Digital Charity Platforms”</p> <p>#28 Xiqing Yang and Liangbo Zhang “How to Choose AI Services? The Impact of Consumers’ Privacy Leakage Concerns”</p>	<p>Conference Room 5, Conference Center</p>
	<p>Session 5:</p>	<p>Conference Room 8, Conference Center</p>

	<p>#76 Ting Xu, Ziyang Huang and Haoming Kang “Selling in Motion: The Impact of Dynamic Product Presentation on Subsequent Purchase Decisions in Live Streaming E-Commerce”</p> <p>#77 Ziyang Huang, Haoming Kang and Ting Xu “Performing to Win: The Impact of Virtual Streamers’ Dynamic Narrative Performance in Competitive Live Streaming”</p> <p>#110 Haoyang Yuan, Yuhao Zhang, Bowen Fang, Yuanhong Ma and Jing Luan “Structure and Strategy Analysis of Human–AI Interaction Based on Interactive Texts”</p> <p>#133 Pengzhen Yin and Lu Yang “How to Improve Consumer Engagement in the AI Streamer-Based Livestreaming E-Commerce”</p> <p>#218 Le Wang and Fangxiao Xie “From Consumption to Participation: AI Verification Tools Reshape User Governance Roles on Digital Platforms”</p>	
	<p>Session 6:</p> <p>#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”</p> <p>#161 Yikai Wang, Yue Guan and Zhiyong Li “The Effect of Agentic AI on Consumers’ Consumption Decisions in E-Commerce Context”</p> <p>#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”</p> <p>#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”</p> <p>#195 Areziguli Wubuli “Unlocking Breakthrough Innovation: The Impact of Knowledge Co-creation and Contractual Knowledge Protection”</p>	<p>Room A1028, New Main Building</p>
	<p>Session 7:</p> <p>#31 Yufei Chen and Jie Yang “AI-based Trust-Centric Growth Model in FinTech Market: Evidence from Indonesia”</p> <p>#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”</p> <p>#138 Jiaqi Wen, Junhuan Zhang and Daniel Houser “Agent-based modeling of stock market manipulation: an experiment in China”</p> <p>#222 Yunchuan Sun, Ju Dai and Ying Xu “Innovation Narrative and Firm Valuation: A Textual Analysis of MD&A Disclosures”</p> <p>#263 Jianshan Pan, Zongyi Chen, Qiyong Lin and Xiaofang Cai “Security Authentication as Protective Friction: Understanding the Duel Effects of Authentication Measures in e-Government Platform”</p>	<p>Room A1048, New Main Building</p>
	<p>Session 8:</p> <p>#36 Ying Wang, Zhan Zhan, Rahman Abm Munibur, Ziyang Zhao and Jinghan Qi “Teacher Digital Competence Development in Application-Oriented Universities: A TPCA Professional Development Model”</p> <p>#38 Zhiyi Liu, Hanshuo Yang, Xu Fang and Yongqiang Luo “How AI Is Transforming Education: Toward a Symbiotic Relationship among AI, Teachers, and Students”</p> <p>#45 Limin Deng, Yongmei Cui and Wenchi Ying “Reshaping Fintech Service Ecosystems”</p> <p>#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”</p> <p>#145 Liu Xin, Wang Yao and Fei Fan “Research on Innovative Design Strategies for Nanjing Brocade Elements in Cultural and Creative</p>	<p>Room A1128, New Main Building</p>

	Products from the Perspective of Intangible Cultural Heritage Revitalization”	
	<p>Session 9:</p> <p>#180 Ziyang Deng, Zhao Du, Kexin Chen and Yike Jiao “Engaging Users in Virtual Cycling: The Role of Features, Affordances, and Need”</p> <p>#184 Kexin Chen, Zhao Du and Ziyang Deng “Understanding the User Experience of Virtual Cycling Applications: Topic and Sentiment Analysis of User Reviews Based on BERTopic”</p> <p>#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”</p> <p>#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”</p> <p>#35 Congyue Xu and Xianwei Liu “Master Your Cover Photos: A Guide to Using Visual Cues”</p>	Room A1148, New Main Building
15:30-16:00	Coffee Break	
16:00-17:30	Paper Presentation Sessions	
	<p>Session 10:</p> <p>#90 Fangcong Zhang, Juanqiong Gou, Kathy Ning Shen, Jiandong Lu and Wenqiang Li “Behavioral Modeling of Trust Evolution in Complex Human–AI Collaborative Tasks”</p> <p>#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”</p> <p>#107 Yiming Guo and Jianming Zhu “The Transparency Paradox in Agent Interactions: Digital Literacy, Information Trust, and Consumer Decision Quality”</p> <p>#149 Jiajing Zhai “LLM-Native Advertising Effectiveness: The Role of Action-Phase Mindsets and Message Sidedness”</p> <p>#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”</p>	Conference Room 1, Conference Center
	<p>Session 11:</p> <p>#255 Weiwei Deng and Xinlin Liu “A portfolio-aware recommendation method for patent trading”</p> <p>#52 Tuotuo Qi, Tianmei Wang, Jian Tang and Xinxue Zhou “Monetary Incentive Visibility and Knowledge Contributions: Direct and Spillover Effects”</p> <p>#53 Tuotuo Qi, Xinxue Zhou and Tianmei Wang “Depth or Breadth? The Impacts of Monetary Incentives on the Direction of Free Knowledge Contributions”</p> <p>#127 Yumo Zhou, Yan Tu, Wanqi Lin, Xincan Liu and Zimeng Wang “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”</p> <p>#54 Yan Li “Building Agentic AI Adoption Culture in Startups: Cultural Archetypes, Efficiency Paradox, and Workflow Integration”</p>	Conference Room 3, Conference Center
	<p>Session 12:</p> <p>#118 Zhanghua Yan and Jiayang Ju “Walk-Broadcasting: Multi-Actor Collaborative Empowerment Mechanisms and E-Commerce Ecosystem Innovation—An Exploration Based on Grounded Theory”</p> <p>#178 Wenjing He, Haihui Han and Rui Wang “The Interaction of Incentive Type and Intensity on Tourists’ Green Consumption Intention: A Dual-Mediation Model”</p>	Conference Room 4, Conference Center

	<p>#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”</p> <p>#99 Cailin Sun “Couples’ Joint Holdings and ESG in Family Firms”</p> <p>#16 Yaoxin Wang and Xianwei Liu “The Power of Integrity in Avoiding ESG Failures: Evidence from China”</p>	
	<p>Session 13:</p> <p>#43 Ziyi Wang and Hanjun Lee “Multi-Level Determinants of Corporate Culture Evaluations in Online Employee Reviews”</p> <p>#231 Chengyue Jia “From Multimodal Interaction to Human-Robot Collaboration: Research Hotspots, Evolution, and Future Directions of Embodied Intelligence in Human-Computer Interaction”</p> <p>#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”</p> <p>#237 Thanh Liem Nguyen, Trung Hieu Duong, Linh Thuy 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”</p> <p>#186 Aron C H Cheung, Yifan Li and Christy M K Cheung “From Passive Recipients to Active Prosumers: A Rapid Qualitative Analysis of the Need Gratification Process among Older Adult Users of a P2P Timebanking App”</p>	<p>Conference Room 5, Conference Center</p>
	<p>Session 14:</p> <p>#248 Beier Xu, Yujing Xu and Yeying Xiao “When Does Transparency Backfire? Governing GenAI Recommendations Through a Psychological Contract Lens”</p> <p>#163 Xiaoying Xu, Zhihong Li, Xiaobin Zhong and Jie Zhang “Simulation-Based Impact Analysis of Introducing Recommender Systems in Blockchain Token-Incentivized Knowledge Communities”</p> <p>#266 Kangqi Dang and Yucheng Wei “Macro-Micro Integration of GenAI Competencies: Behavioral Dynamics and Governance in Digital Commerce”</p> <p>#15 Buraj Patrakosol “Investigating the Role of User Diversity in Domain Survival: A Comparative Study of .com and .ai Websites”</p> <p>#250 Kaige Wang, Yuyang Wang, Zhou Su, Maxwell Wei Jiu Pui, Steven Lin Cai and Lin Jia “How AI reshapes the service behavior of online psychological counselors: causal inference based on a quasi-natural experiment”</p>	<p>Conference Room 8, Conference Center</p>
	<p>Session 15:</p> <p>#46 Weiwei Deng, Junwei Lu and Han Chen “Optimizing Online Course Quality via LLM and RAG: A Review-Driven Approach”</p> <p>#116 Hui Mou, Mengmeng Tian and Anna Guo “From Alignment to Symbiosis: The Theoretical Logic of AI-Enabled Personalized Teaching in Higher Education”</p> <p>#19 Chengjin Li, Haoran 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”</p> <p>#106 Truc-My Nguyen and Thong Nguyen “Value Co-Creation in the AI Era: The Roles of Institutional Mechanisms, AI Experience Quality, and Service Climate”</p> <p>#124 Zhulin Sun and Jin-Xing Hao “Psychological Ownership in Service: A Meta-Analysis of Antecedents, Consequences, and the Moderating Role of Service Digitalization”</p>	<p>Room A1028, New Main Building</p>

	<p>Session 16:</p> <p>#123 Eldon Y. Li, Ruiyan Hong and Guan Wei Huang “Mobile Payment Users’ Protective Behavior against Financial Fraud: A Perspective of Stimulus-Organism-Response and Theory of Planned Behavior”</p> <p>#280 Latisha Yamrat and Peter Ractham “SUCCESSFUL FACTORS FOR THAILAND DIGITAL LOTTERY APPLICATION: EXAMINING BUYER AND SELLER PERSPECTIVES ON THE PAOTANG APPLICATION”</p> <p>#285 Hangyu Yi, Yaqin Dou, Quan Yuan and Jialin Xu “Research on Innovation and Risk Prevention of Supply Chain Financing Model Based on Data Asset Pledge”</p> <p>#267 Yuanting Xia, Abm Munibur Rahman and Zhang Ning “AI adoption and Firm value: a comparative study of Chinese FinTech Companies”</p> <p>#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”</p>	Room A1048, New Main Building
	<p>Session 17:</p> <p>#95 Huanchang Zhang, Ming Bai, Xiaoqian Liu and Haoyi Sun “A Study of the Impact of Performance Expectation Gap on the Servitization of Manufacturing”</p> <p>#108 Yan Tu and Yi Ouyang “Digital Transformation and Innovation Efficiency: A Longitudinal Study of Policy Structure and Resource Allocation in Beijing (2015-2025)”</p> <p>#154 Liyue Lu, Yalan Lei, Suxin Li and Yumei Luo “When Data Meets Manufacturing: The Generative Logic of New Quality Productive Forces”</p> <p>#187 Bior Garang Lual, Jun Zhang and Jing Chen “AI-Driven Technostressors and Employee Outcomes: The Mediating Roles of Techno-Uncertainty and Techno-Invasion”</p> <p>#271 Lawrence Valencia and Kailing Deng “AI Recommendation Design in Social Media: Trust, Privacy, and Purchase Intentions among Gen Z”</p>	Room A1128, New Main Building
	<p>Session 18:</p> <p>#47 Ruowei Huang “How Do Policies for Pilot Cities in Modern Logistics Innovation and Development Enhance Supply Chain Resilience?”</p> <p>#141 Li Zhenzhao, Sun Linhui and Zhang Jing “Study on the Differences in Unsafe Driving Behaviors of Delivery Riders across Work Shifts and the Impact of Mobile Interactions”</p> <p>#238 Ziqiong Zhang, Ze Tan, Rob Law and Zili Zhang “DOES DISTANCE MATTER? THE EFFECT OF TRAVELERS’ LOCATION ON HOTEL MANAGEMENT RESPONSES”</p> <p>#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”</p> <p>#198 Lijun Xu, Panmin Ge and Sixuan Chen “Systematic Design of Intelligent Base Station for Fishery Aquaculture”</p>	Room A1148, New Main Building
18:00-20:30	Conference Banquet	TBD
Sunday, 19 July 2026		
Time	Event	Venue
08:30-16:00	Registration	Lobby, Conference Center, New Main Building
09:00-09:45	Keynote Speech III – 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	Grand Hall, Conference Center, New Main Building
09:45-10:30	Keynote Speech IV –Prof. Qiang Ye Title: TBD	Grand Hall, Conference Center, New Main Building

<p>10:45-12:15</p>	<p>Paper Presentation Sessions</p> <p>Session 19:</p> <p>#157 Lin Hui Sun and Du Chen “The Right Amount of “Human Touch”: The Inverted U-Shaped Effect of AI Customer Service Anthropomorphism on Consumer Trust — The Moderating Role of Task Type”</p> <p>#158 Qin Wu “User Experience, Reliance on Intelligent Marketing Support, and Instant Purchase Decision-Making in AI-Empowered Marketing Contexts: An Extended ECM Model Based on Livestream E-Commerce for Green Agricultural Products”</p> <p>#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”</p> <p>#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”</p> <p>#183 Ke Xu, Fangzhan Lin and Zhongyun Zhou “Unpacking the Experience Economy of Role-Playing Conversational AI: A Grounded Theory Analysis”</p>	<p>Conference Room 1, Conference Center</p>
	<p>Session 20:</p> <p>#78 Chuang Yao, Zhijun Yan and Shaoze Cui “Leveraging LLM to Enhance Mental Health Detection: An Adaptive Mixture-of-Experts Framework”</p> <p>#140 Chengcai Liu, Shuqing Chen and Kee-Hung Lai “Attention-Enhanced State Space Model for Cross-Modal PET-CT Lung Tumor Segmentation”</p> <p>#245 Xi Zhou, Jueni Lyu and Christy Cheung “Risk Factors and Machine Learning-Based Depression Prediction in Older Adults: A Scoping Review”</p> <p>#81 Menglei Kong, Zhong Yao and Wuhuan Xu “Dancing with Shackles: Managing Dual Uncertainty in Cancer Patients’ Travel”</p> <p>#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”</p>	<p>Conference Room 3, Conference Center</p>
	<p>Session 21:</p> <p>#265 Hua Feng, Siyuan Shen, Ahsan Habib and Huang Hedy J. “The Efficiency Paradox: How AI Influences Labor Investment?”</p> <p>#131 Pengkun Wu, Yuanxi Liu and Yuanyuan Wu “How “AI Info” Labels Influence Social Media Posting Behavior? Evidence from Instagram”</p> <p>#252 Jie Luo, Sungil Seok and Juan Feng “Beyond Single Responses: How Multi-Round Crisis Response Paths Shape Public Judgment and Public Opinion Dynamics”</p> <p>#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”</p> <p>#29 Xiaojuan Hu “Privacy Literacy and Protective Behavior: Unraveling the Psychological Mechanisms”</p>	<p>Conference Room 4, Conference Center</p>
	<p>Session 22:</p> <p>#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”</p> <p>#202 Zibin Xu and Xu Wang “Product Line Design using Model to Data”</p> <p>#208 Yiwen Yang, Dongyu Chen and Kyle Li “Impact of Budget Structures and Disclosure Strategies on Charitable Crowdfunding Performance”</p>	<p>Conference Room 5, Conference Center</p>

	<p>#217 Mingyang Li, Yue Ding and Xinrui Li “The Effect of Sensory Consistency on Consumer Satisfaction in Tourism E-Commerce: From a Schema Perspective”</p> <p>#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”</p>	
	<p>Session 23:</p> <p>#253 Qiong Jia and Yuxin Zhang “Theoretical Mechanisms and Framework of Perceived Algorithmic Bias Affecting Human-AI Collaborative Decision-Making Performance”</p> <p>#87 Xiaoman Guo, Tian Tian, Abm Munibur Rahman and Minghua Xiao “Construction and Verification of an Incentive-Compatible Dynamic Data Sharing Mechanism for AI-Driven E-Commerce Platforms”</p> <p>#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”</p> <p>#193 Tong Sun, Maoning Wang, Zhiyuan Sui and Meijiao Duan “Cryptography-Based Large Language Model Watermarking and Its E-commerce Applications”</p> <p>#251 Yuxiang Dong, Boyan Qian, Bowei Xiang and Xiong Zhang “Research On Vulnerability Identification And Repair Scheme Of Information System Based On Knowledge Atlas”</p>	<p>Conference Room 8, Conference Center</p>
	<p>Session 24:</p> <p>#103 Ya-Wen Wu, Wei-Hsi Hung and Chen-Yi Sun “Spatial Dependence and Zoning-Related Price Differences in Urban Housing Markets: Evidence from New Taipei City”</p> <p>#112 Xueping Liu and Zhen Peng “E-commerce Process Mining and Decision Analysis Based on Alpha Miner”</p> <p>#164 Zitao Hong and Zhen Peng “Temporal Causal Graph Learning for E-commerce User Behavior Prediction”</p> <p>#171 Deling Yuan and Zhen Peng “Large-Scale Multi-Objective Scheduling Optimization for Urban Last-Mile Express Delivery Under E-Commerce Mega-Promotion Scenarios”</p> <p>#174 Yuxin Lu and Zheng Peng “Causal Effect of Discounts on Purchase Conversion in Social E-commerce: A Double Machine Learning Approach”</p>	<p>Room A1028, New Main Building</p>
	<p>Session 25:</p> <p>#69 Wenyi Wang, Yuanqi Hu and Xingyi Liu “Content Competition and Social Influence: Optimal Provision Strategies for Long-Form Video and Short-Form Drama Platforms”</p> <p>#84 Zhichao Zhang and Bingzhen Sun “Digital Platforms and Corporate Disclosure Quality: Evidence from retail investors’ information processing costs in China”</p> <p>#93 Wanlin Fang, Fang Wang and Haidong Wang “Why Do MSMEs Resist Digital Transformation? An Integrated TOE–Status Quo Bias Perspective”</p> <p>#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”</p> <p>#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”</p>	<p>Room A1048, New Main Building</p>
	<p>Session 26:</p>	<p>Room A1128, New Main Building</p>

	<p>#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)”</p> <p>#232 Yan Tu and Jin Zeng “An Analytical Framework for Science and Technology Innovation Policy Based on Policy Knowledge Graphs, Patent Collaboration Networks, and HGT Heterogeneous Graphs”</p> <p>#283 Singwhat Tee, Dil Nawaz Hakro and John Hamilton “Islamic Fintech readiness A knowledgeable complex CB-SEM bank officer study”</p> <p>#287 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”</p>	
	<p>Session 27:</p> <p>#23 Zihao Wang and Tonghe Tan “A Study on the International Communication Effects of SD-WAN Dedicated Lines within Cross-Border E-commerce”</p> <p>#75 Tuotuo Qi and Haoliang Yu “Virtual vs. Human Streamers: The Influence of Streamer Type on Consumer Purchase Intentions”</p> <p>#185 Hong Guo and Shang Gao “Anthropomorphic Characteristics of Digital Human Streamers and Their Impacts on Purchase Intention in Live Streaming E-Commerce”</p> <p>#159 Chengyu Zhang and Chenxi Li “Vocal Arousal and Tipping Behavior in Game Live Streaming”</p> <p>#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”</p>	Room A1148, New Main Building
12:00-14:00	Lunch	TBD
14:00-15:30	Paper Presentation Sessions	
	<p>Session 28:</p> <p>#262 Jiabo Zhao, Qiongwei Ye, Shuo Liu and Zhilin Pang “Similar One: A Behavioral Equivalence Framework for Reverse Recommendation in Spatio-temporal Constrained Environments”</p> <p>#264 Junnan Li, Yuxin Geng and Xingru Chen “Unilateral Cooperation: LLM Pricing in the Grip of an Extortioner”</p> <p>#270 Boyang Liu, Ruiqing Zhao, Zuhong Liu, Beiping Tan and Ronggang Zhou “Predicting Advertising Effectiveness: An Audio-Based Framework”</p> <p>#273 Haoyu Dong, Yuxin Geng and Xingru Chen “Breaking LLM Pricing Collusion via Asymmetric Update Frequencies”</p> <p>#189 Fangzhan Lin, Ke Xu and Zhongyun Zhou “Mapping GenAI-Enabled Technical Features to Player Needs in Digital Games: A Needs-(Dis)Affordances-Features Framework”</p>	Conference Room 1, Conference Center
	<p>Session 29:</p> <p>#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”</p> <p>#128 Duqun Lu, Jie Dai and Qian Zhang “Investigating the Impact Mechanism of AIGC Technology Capability on Project Management Performance Perception”</p> <p>#151 Xiaochen Liu, Lu Chen and Shouwang Lu “AI Ingratiation in Content Generation: A Dual-Pathway Model of Intimacy and Authenticity”</p> <p>#242 Yuxuan Zhang, Haohao Li, Feifan Ren and Yue Li “Trust in AI-Assisted Newsvendor Decisions: Effects of Information Design”</p>	Conference Room 3, Conference Center

<p>#275 Sihui Cao and Zhihong Li “Collaborative Governance Strategies for AIGC-Enabled Deceptive Marketing Information”</p>		
<p>Session 30: #70 Dexia He, Qingyun Xu, Yongbo Xiao and Guofang Nan “Optimal Blockchain Information Disclosure Design: A Bayesian Persuasion Approach” #206 Jingpeng Zhu, Lin Zhang and Tianhui Gao “Generative AI and Employee Performance: An Individual Ambidexterity Perspective” #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” #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” #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”</p>		<p>Conference Room 4, Conference Center</p>
<p>Session 31: #121 Danning Xie, Fang Wei and Yewen Liu “CICEN: A Deep Learning Framework for Causal Inference in Continuous Marketing Treatments” #219 Chenxue Pan, Xinrui Li and Yue Ding “Diverse but Cohesive: The Impact of Sensory Distinctiveness in Tourism Product Promotion” #227 Hang Dong, Jeanne Kim, Shuang Zheng, Jie Ren, Helen Chun and Balaji Padmanabhan “How Do Large-Scale Negative Events Impact Online Reviews?” #247 Quyet-Tien Nguyen, Thi Lan Nghiem, Thuy Ngoc Nguyen, Trung Thanh Tran, Minh Trang Khuat and Ngoc Phuong Linh Hoang “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, self-ing and service robot preference: A symbolic interactionist perspective”</p>		<p>Conference Room 5, Conference Center</p>
<p>Session 32: #9 Dr.Wedad Aljawder “AI-Driven Customer Experience Models for Small Businesses in the GCC: A Conceptual Framework for Enhancing E-Business Performance” #79 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: Construction of Topic Graphs and Analysis of Evolutionary Trends (2020–2025)” #246 Jiayao Zhao, Lin Wang, Zhiyong Li and Hongxin Liu “Sales Mode Selection with AI-Generated Review Summaries in Dual-Channel Supply Chains” #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”</p>		<p>Conference Room 8, Conference Center</p>
<p>Session 33: #241 Mujiang Deng, Jun Wang and Jie Luo “Algorithmic Pricing and Platform Competition: Discrimination Intensity Conservation under Behavior-Based Price Discrimination”</p>		<p>Room A1028, New Main Building</p>

	<p>#48 Fangyuan Ding and Dongyuan Lu “LLM-EIDT : A Multi-level Integrated Framework for Ex-ante Identification of Disruptive Technologies”</p> <p>#60 Long He, Kaiqiang Sun, Yu Yao and Mingfang Zhang “Research on the Design of an Emotion Recognition Tool Selection Framework”</p> <p>#148 Yu Meng, Xiling Cui, Qiang Liu, Libo Liu, Man Ching Yuen, Qiang Yang, Xinyi Yu and Yida Song “Balancing Accuracy, Efficiency, and Interpretability: A Comparative Review of Text Classification Paradigms”</p> <p>#286 John Hamilton and I Made Sukresna “Complex Structural Equation Modelling: Comparing single indicator latent composite variants to optimal, or full-parameter models”</p>	
	<p>Session 34:</p> <p>#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”</p> <p>#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”</p> <p>#260 Luo Xueqiang and He Bin “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”</p> <p>#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”</p> <p>#199 Yingzhao He, Xiaoyu Wang and Wanting Guo “A Study on the Impacts of Digital Technology Affordances and Capability Reconfiguration on Organizational Performance”</p>	<p>Room A1048, New Main Building</p>
	<p>Session 35:</p> <p>#230 Yan Tu and Yi Ouyang “Adoption and Diffusion Mechanism of New Technologies in the Biopharmaceutical Industry under the Synergy of Effective Government and Efficient Markets: A Vertical Case Study Based on Huahui Anjian”</p> <p>#20 Zhijing Wu, Yunjie Xu and Kun Zhang “IT Investment and Firm Performance: A Multi-technology, Multi-industry, and Multi-level Perspective”</p> <p>#226 Ruihan Zhong and Yan Yu “From Digital Technologies to Employees’ Innovation in Workplace: A Conservation of Psychological Resource Perspective”</p> <p>#88 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”</p> <p>#204 Liang Li, Wei Zhang and Xuena Zou “Transforming Chronic Disease Management through Information System Implementation: An Organizational Control Perspective”</p>	<p>Room A1128, New Main Building</p>
	<p>Session 36:</p> <p>#72 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”</p> <p>#150 Sijia Zhong, Ning Zhang, Zhao Bao and Zhan Zhan “The Impact of Climate Risk Attention on Audit Fees in the Digital Economy: Empirical Evidence from Chinese E-Commerce Listed Companies”</p> <p>#160 Yalan Lei, Mei Yang, Hongxuan Liu and Yumei Luo “Structural Features of Regional Competitive Networks in China’s Pharmaceutical</p>	<p>Room A1148, New Main Building</p>

	<p>Logistics Industry from a Digital Logistics Perspective: A Social Network Analysis of Four Major Economic Regions in 2019”</p> <p>#197 Jiasen Ran, Jinghua Xiao and Zhenghao Xia “How Ecosystemic Empowerers Led by Users Drive the Upgrade of Service-Oriented Manufacturing: A Case Study from a Service Ecosystem Perspective”</p> <p>#13 Hongmei Guo, Minghua He, Xuhong Ying and Xinyang Chen “Examining the Impact of Residents' Perceived Value on Continued usage of Smart Community Service Platforms: Evidence from China”</p>	
15:30-16:00	Coffee Break	
16:00-17:30	<p>Paper Presentation Sessions</p> <p>Session 37:</p> <p>#109 Grace Yuekun Gao, Bobby Tin King So and Christy M.K. Cheung “Gender Bias: Student Evaluations of Female Academics in IT-related Fields”</p> <p>#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”</p> <p>#142 Ruizhe Qu, Yang-Jun Li, Yan Liu and Jicheng Zeng “Decomposing and Quantifying Morality in Online Moralized Content Diffusion”</p> <p>#213 Wanchun Cai, Xueqi Li and Rui Chen “The Impact of Generative AI on Employee Innovative Behavior: A Transactional Model of Stress and Coping Perspective”</p> <p>#240 Manning Li, Lu Wang and Xiaoying Li “The Influence of Metaphors and Social Interaction Design on Users’ Support Intentions on Charitable Donation Platforms”</p>	Conference Room 1, Conference Center
	<p>Session 38:</p> <p>#42 Huy Nguyen, Ly Nguyen, Tram Pham, Vy Hoang and Duyen Duong “The AI Generated Content Persuasion: What Drives Purchase Intention on Short-Form Videos in China, Thailand, and Vietnam?”</p> <p>#64 Shirong Kuang and Yingpeng Zhu “Substitute or Supplement? Unpacking the Impact of AI Avatars on User Engagement”</p> <p>#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”</p> <p>#122 Eldon Y. Li, Guan Wei Huang and Rui Yan Hong “The Impacts of Generative AI Information Attributes and Explainability on User Trust, Perceived Risk, Information Verification Intention, and Recommendations”</p> <p>#74 Zelong Feng and Yiming Guo “The Impact of GenAI Literacy on Consumer Decision-Making: A Moderated Mediation Model of Information Overload and Consumer Involvement”</p>	Conference Room 3, Conference Center
	<p>Session 39:</p> <p>#40 Chung-Ming Wung “The Efficiency–Agility Paradox in Software-Defined Vehicle Ecosystems: Lessons from Nokia for BYD”</p> <p>#209 Yanqi Ding, Zhuzhu Song and Zhongfeng Qin “The Strategic Decision of Data Sharing under Coopetition in Interdependent Markets”</p> <p>#233 Qian Jin, Qin Zhongfeng and Zhang Huiming “Enhancing Resilience of UAV Swarms: A Risk-Sensitive MAPPO Approach”</p> <p>#215 Junhao Wu, Tian-Liang Liu and Jia Guo “Two-stage distributionally robust optimization for eVTOL infrastructure planning and fleet scheduling”</p>	Conference Room 4, Conference Center
	<p>Session 40:</p>	Conference Room 5, Conference Center

	<p>#18 Mo Xiao and Li Xixian “Psychological Capital and Opportunity Recognition in E-Commerce: The Moderating Role of Environmental Dynamism”</p> <p>#168 Jingyu Lu and Chenxi Li “The Effect of Colloquial Product Titles on E-Commerce Sales”</p> <p>#34 Congyue Xu and Xianwei Liu “AI Assistance in Restaurant Review Writing: Effects on the Quantity and Quality of Customer Engagement”</p> <p>#17 Yaoxin Wang and Xianwei Liu “Short Cuts, Long Shadows: How Concise Advice Obscures Information Matching Efficiency”</p> <p>#200 Lin Liu “Bargaining with Online Celebrity in Live Streaming Commerce”</p>	
17:45-19:00	Dinner	TBD
Monday, 20 July 2026		
10:00-13:00	City Tour (Self-arranged and information will be provided at the Registration Desk)	TBD