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Preface

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Preface

Welcome to the 15th International Conference on Electronic Business (ICEB) in Hong Kong. The theme of this year's Conference is "Internet of Things." We have received 94 submissions and 80 registrations. Among them, 79 papers are included in the Proceedings.

In 2000, we hosted the first ICEB conference in Hong Kong. Now, 15 years later, after traveling around the world, the conference is returning to Hong Kong for the fourth time. The past 20 years have seen the Internet grow tremendously, with a wide range of new applications and platforms developed. E-commerce, cloud computing, and big data are just a few of the most familiar. At ICEB 2015, we will turn our attention to and adopt as our theme one of the latest Internet developments: the Internet of Things (IOT).

The IOT assigns unique identifications to individual objects, be they human beings, animals, cars, buildings, phones, watches, toilet bowls, animals, or objects we have yet to imagine. These uniquely identified embedded objects are connected through the Internet in wired or wireless fashion. The IOT is anticipated to host billions upon billions of interconnected objects in the coming decades. With the help of sensors, receivers, and big data analytics, the IOT is set to reinvent the world as we know it, giving us new ways to monitor, use, manage, automate, and play. Healthcare, finance, retail, logistics, wearable computing, and food processing are just a few of the many areas slated for reinvention in the exciting new IOT era. In this conference, we will share the excitement, explore the new developments the era is likely to usher in, and renew old friendships and start new ones.

The conference is co-organized by Department of Decision Sciences and Managerial Economics of The Chinese University of Hong Kong and International Consortium of Electronic Business and is sponsored by Department of Decision Sciences and Managerial Economics and Faculty of Business Administration of The Chinese University of Hong Kong. We would like to thank the sponsors for their generous funding and support. Finally, on behalf of the entire Conference Committee, we sincerely wish you have a very productive and memorable experience during your stay in Hong Kong.

Cordially yours,

Timon C. Du & Waiman Cheung
Conference Co-Chairs

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