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Preface

Eldon Y. Li

Haiwei Zhou

Benjamin Yen

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PREFACE

Welcome to the 21st International Conference on Electronic Business (ICEB 2021) hybrid conference. Celebrating its 21st anniversary, the ICEB is held this year virtually again by the University of Hong Kong Business School and physically by the Hohai University Business School in Nanjing, China. The theme of this year's Conference is "Corporate Resilience through Electronic Business in the Post-COVID Era." We received 93 submissions and 78 papers were accepted into the final program that consisted of 26 sessions. The topic areas of the papers include artificial intelligence, big data, blockchain, COVID-19 issues, digital marketing, E-adoption, E-commerce, E-education, E-innovation, E-SCM, E-sustainability, healthcare issues, IoT, smart home, smart technologies, social commerce, technological issues, and user and consumer behaviors, etc. In this proceedings book, we have included 56 full papers and 13 work-in-progress papers. Among full papers, 3 received the "Best Paper Awards," and 5 received the "Outstanding Paper Awards." These papers were reviewed and selected by the Best Paper Awards Committee, consisting of six members: Prof. Chih-Ping Wei (National Taiwan University, Taiwan), Prof. Ibrahim M. Al-Jabri (King Fahd University of Petroleum and Minerals, Saudi Arabia), Prof. Ravi Sharma (Zayed University, Abu Dhabi, U.A.E.), Prof. Savvas Papagiannidis (Newcastle University, Newcastle upon Tyne, U.K.), Prof. Stuart Orr (Deakin Business School, Australia), and Prof. Thurasamy Ramayah (Universiti Sains Malaysia, Penang, Malaysia).



In the conference, we have scheduled three keynote speakers (in sequence of appearance): Prof. Chris Westland, the Chief Editor of Electronic Commerce Research. Prof. Patrick Y.K. Chau, the Chief Editor of Information and Management; and Prof. Christy Cheung, the Chief Editor of Internet Research. Because of the COVID-19 pandemic, all keynote speeches and presentations are delivered with the ZOOM software in two virtual meeting rooms. The keynote speeches this year are scheduled in two days considering the time zone differences of the speakers in the U.S. Presentation sessions are also scheduled in a way that authors on the other continents can attend the meetings between 9 AM and 9 PM time frame.



The annual conference of ICEB is an excellent opportunity for the scholars like you and me to share research ideas and get informed about the latest development in the fields. We could meet leading scholars from around the world to establish a research network and engage in future collaborations. In this conference, there are 79 registered scholars from 18 countries or regions, including Australia, China, Finland, Hong Kong, India, Indonesia, Iran, Malaysia, Morocco, New Zealand, Saudi Arabia, South Africa, Spain, Sri Lanka, Taiwan, Thailand, UAE, UK, USA. This year, the Best Paper Award Committee consisting of six members had selected three best-quality papers and five outstanding papers to receive the awards.

Finally, on behalf of the entire Conference Committee, we thank you all very much for participating in

ICEB 2021 hybrid conference, without your presence the conference cannot be successful. We also thank all the speakers, presenters, reviewers, the program committee members, Best Paper Award committee members, and session chairs, who all have contributed their time and effort to this conference. Special thanks go to our conference secretariat, Prof. Benjamin Yen and his conference team from the University of Hong Kong, who had provided the administrative and technical support to execute the ZOOM conference events tirelessly and flawlessly. Also, to our Treasurer, Dr. Honglei Li, and her team at Northumbria University, we thank them manage the payment gateway effectively. Finally, we thank you all for preparing and sharing your research findings in the meetings and look forward to seeing you again in ICEB 2022 at Thammasat University in Bangkok, Thailand.



Sincerely yours,

Eldon Y. Li

Eldon Y. Li
ICEB Honorary President
Chair Professor
National Chung Cheng University

Haiwei Zhou

Haiwei Zhou
ICEB 2021 Conference Co-Chair
Professor and Dean of Business School
Hohai University

Benjamin Yen

Benjamin Yen
ICEB 2021 Program Co-Chair
Associate Professor
The University of Hong Kong, S.A.R., China

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