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Preface

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PREFACE

Welcome to the Proceedings of the 22nd International Conference on Electronic Business (ICEB 2022). Celebrating its 22nd anniversary, the ICEB is held again this year in hybrid mode, virtually by the University of Hong Kong Business School and physically by the Thammasat University Business School in Bangkok, Thailand. This year's conference theme is "*New Challenges and Opportunities for Post-pandemic E-Business*". We received 102 submissions, and 91 papers were accepted into the final program, which consisted of 28 sessions. The topic areas of the papers in this conference include artificial intelligence (AI) and its applications, Big data analytics and business intelligence, blockchain and its applications, collaborative commerce and sharing economy, COVID pandemic e-business issues, cross-border e-commerce, digital marketing and consumer behavior, digital transformations in enterprises, e-entrepreneurship and innovations, e-healthcare and gerontechnology, e-learning and COVID-19, ESG and public issues, finance-related issues, HRM-related issues, knowledge management and sharing, new technology adoption and diffusion, smart cities and Internet of things, smart homes and smart technologies, social media and social computing, strategies and models of e-business, supply chain management, and e-logistics, virtual communities and social commerce, web mining and recommendation systems, and other interdisciplinary issues. In this proceedings book, we have included 56 full papers and 20 work-in-progress papers.

At the conference, we have scheduled five keynote speakers (in the sequence of appearance): Prof. Matthieu Guitton, the Chief Editor of *Computers in Human Behavior*; Prof. Robert M. Davison, the Chief Editor of *Information Systems Journal*; Prof. Chris Rowley, the Chief Editor of *Asia Pacific Business Review*; Prof. Chris Westland, the Chief Editor of *Electronic Commerce Research*; Prof. Alain Chong, the Co-Chief Editor of *Industrial Management & Data Systems*. They all welcome the authors of full papers in this conference to submit papers to their journals for publication. Because of the COVID-19 pandemic, all keynote speeches and presentations are delivered with ZOOM software in two virtual meeting rooms. This year's speeches are scheduled in two days, considering the time zone differences between the 5 speakers in Canada, Hong Kong, London, Chicago, and China, respectively. Presentations are also scheduled carefully to allow authors from different continents to attend the meetings between 9:00 AM and 6:30 PM in Hong Kong time.

The annual conference of ICEB is an excellent opportunity for scholars like you and me to share research ideas and get informed about the latest development in related fields. In addition, we could meet leading scholars from around the world to establish a research network and engage in future collaborations. In this conference, there are 96 registered scholars from 26 countries or regions, including Australia, Brazil, Canada, China, Finland, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Japan, Morocco, New Zealand, Philippines, Singapore, South Africa, South Korea, Sweden, Taiwan, Thailand, United Kingdom, Vietnam, and others. This year, the Best Paper Award Committee of 6 members selected one best and 6 outstanding papers to receive the awards.

On behalf of the entire Conference Committee, we thank you for participating in ICEB 2022 hybrid conference. Without your presence, the conference could not be so successful. We also thank all the speakers, presenters, reviewers, program committee members, Best Paper Award committee members, and session chairs who have contributed their time and effort to this conference. Furthermore, special thank goes to Prof. Benjamin Yen and his conference team from the University of Hong Kong, who provided the administrative and technical support to execute the ZOOM conference events tirelessly and flawlessly. Also, we thank Ms. Yunu Chen of Plum Season Co., who helped our home office setup and manage the payment gateway effectively with ACCUPASS. Finally, we thank the Publication Manager, Dr. Robert Louis Forestal, for his professional editorial services and you, the authors, for preparing and sharing your research findings in the presentation meeting sessions.

Last but not least, we look forward to seeing you again in ICEB 2023 at the National Chung Cheng University in Chiayi, Taiwan, October 13-17, 2023. Until then, have a wonderful and productive year!

Sincerely yours,

Eldon Y. Li

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