

International Conference on Electronic Business

2023 Outstanding Paper Award

Presented to

Fuyume Sai

Daito Bunka University, Japan

for the paper entitled:

“An empirical study of impulse purchase in e-commerce live streaming from the E-Commerce Marketing Mix perspective”



She-I Chang

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ICEB 2023 Conference Co-Chair

Eldon Y. Li

Eldon Y. Li
Program Co-Chair

October 21, 2023

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