

Welcome to ICEB 2024 - The 24th Conference
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The 24th International Conference on Electronic Business

Theme: "AI-Generated Content and Human-AI Collaboration"

October 17-21, 2024, Thursday to Monday

Conference venue at **BNU-HKBU United International College, Zhuhai, China**

<https://iceb2024.johogo.com/>

Paper submission is due on **AUG 01, 2024**



The International Conference on Electronic Business (ICEB) is an affiliated conference of Association of Information Systems. It brings together leading Electronic Business (EB) scholars in Asia and around the world. The conference is held under the supervision of The International Consortium for Electronic Business (<http://icebnet.org/>) editorial board and is the top academic Electronic Business conference in the world. It brings together top researchers in the EB field and related areas to present cutting-edge research and exchange intellectual ideas.

The 24th International Conference on Electronic Business will be hosted by the **Beijing Normal University -Hong Kong Baptist University United International College (BNU-HKBU UIC)**, Zhuhai, China jointly with the support of **Faculty of Business and Economics, University of Hong Kong (HKU)**, S.A.R. China and co-sponsored by the **International Consortium for Electronic Business**, *Journal of Business and Management*, and *International Journal of Electronic Business*.

The Conference will be held physically by BNU -HKBU UIC on October 17-21, 2024, Thursday to Monday. If the participants have emergency reasons and cannot attend the conference physically, they can join the meetings via ZOOM software provided by HKU. The theme of this year's conference is **"AI-Generated Content and Human-AI Collaboration"**.

The emergence of ChatGPT stands at the forefront of a technological renaissance, reshaping the landscape of content creation, distribution, and interaction. As we witness AI systems creating sophisticated and nuanced content from writing articles to composing music, it is demonstrated that AI's capabilities are expanding into realms once considered exclusive to human intellect and creativity. The remarkable advancement in AI-Generated Content (AIGC) has showcased a myriad of transformative potential across various fields such as journalism, entertainment, marketing, and education. This theme seeks to explore how AIGC is not only automating content production but also personalizing user experiences, optimizing communication strategies, and providing scalable solutions for content demand. Besides, the integration of AIGC into the workforce prompts a reevaluation of human roles and collaborations with AI. This induces both challenges and opportunities in human-AI partnership. Ethical considerations, intellectual

property rights, and the authenticity of AI-generated content are among the critical issues to be addressed. Concurrently, AIGC offers opportunities for democratizing content creation, broadening access to information, and fostering innovation. Thus, our theme this year not only seeks to investigate the shift in the nature of work, as humans learn to co-create with AI, leveraging its capabilities to enhance productivity and creativity, but also encourages a balanced discourse on the positive and negative sides in Human-AI collaboration.

The purpose of this conference is to provide a forum for scholars and experts to discuss the theory and technology of precision analytics, and to give suggestions for the direction of future research and application. The topics of interest include, but are not limited to:

- AI and its applications
- Big data analytics and precision analytics
- Blockchain and FinTech
- Collaborative commerce and sharing economy
- COVID pandemic e-business issues
- Cross-border e-commerce
- Digital marketing and consumer behavior
- Digital transformations in enterprises
- E-business cultural and social issues
- E-business education and e-learning
- E-business strategies and models
- E-entrepreneurship and innovations
- E-healthcare and gerontechnology
- IT ethics and data governance
- Knowledge management and sharing
- New technology adoption and diffusion
- Security and privacy issues
- Smart cities and Internet of Things
- Smart homes and smart technologies
- Social media and social computing
- Supply chain management and e-logistics
- Virtual communities and social commerce
- Web mining and recommendation systems
- Other related issues

We are pleased to invite all co-authors to join the conference as Off-site Guests, after paying the ICEB membership fees, to attend all conference sessions via ZOOM software FREE OF CHARGES.

EasyChair online submission is at <https://easychair.org/conferences/?conf=iceb2024>

Please check the [Important Dates](#) on the website at http://iceb2024.johogo.com/important_dates.php.

This document is available at <http://iceb2024.johogo.com/iceb2024CFP.pdf>