Program Schedule

Beijing Time	Room 1	Room 2
Day1 (Jun 29)		
9:00-10:00	Keynote Speech: Trade Informativeness and Liquidity in Bitcoin Markets (Prof. Chris Westland) **Zoom Meeting ID:** 883 9076 9842 **Password:** 0629 **Zoom linkage:** https://dooyle.zoom.us/j/88390769842?pwd=RDRNNlZRdlc4U0ttc2J5MFhtc2ZnZz09	TBA
10:20-11:40	**Financial Technology** Moderator: Prof. Jun Wang **Zoom Meeting ID:** 835 3978 2178 **Password:** 0629 **Zoom linkage:** https://dooyle.zoom.us/j/83539782178?pwd=NXBhVytMTitiRGhBV2llSjJSU3ozUT09 1. Influencing Factors of College Students' Intention to Use Consumer Financial Tools: Evidence from "Ant Credit Pay"	**Cross-border E-commerce and Risk Management** Moderator: Prof. Shan Liu **Zoom Meeting ID:** 893 1747 4153 **Password:** 0629 **Zoom linkage:** https://dooyle.zoom.us/j/89317474153?pwd=QW01aDBsbmVWN05RK2xVdkNTQ1lFUT09 1. Affordances, Transaction Utilities, Perceived Risks, and Consumer Purchase Behavior on Cross-border E-commerce

	By Chengjing Huang , Renping Yang, Yuning Jin and Boyu Wen 2. Firm Differentiation and Financial Performance: A Social Media Perspective By Ling Liu, Jixin Ye and Aoxuan Liu	Platforms By Jiaxin Li, Shan Liu, Qing Zhu and Xiaosong Wu 2. Cross-border e-commerce risk management from the perspective China and South Korea: A review based on bibliometric analysis By Qing Zhu, Yinglin Ruan and Shan Liu 3. University is No Longer Safe: Identifying Factors Affecting the Data Breach Incidents By Wei Xiao and Jin Li 4. Cross-border E-Commerce in South Korea for Micro Businesses in Mongolia By Kihyon Kim and Gyoo Gun Lim
14:00-15:20	**Digital Transformation of Services - Shaping the Future of Service Work** Moderator: Prof. Jungwoo Lee **Zoom Meeting ID:** 824 2964 0650 **Password:** 0629 **Zoom linkage:** https://dooyle.zoom.us/j/82429640650?pwd=NjM3Y00wTWFrTEcyUEgwVzdzd3N6UT09 1. Fan-made K-Pop Goods Transactions Trend Visualization Analysis in Twitter By Dajeong Yun, Yeonji Jang, Hyerin Lee and Juyoung Kang 2. Intention of word-of-mouth in terms of planned vs. impulse buying in social media influencer marketing	**The Social Impact of IS** Moderator: Prof. Tao Wang **Zoom Meeting ID:** 872 2102 4075 **Password:** 0629 **Zoom linkage:** https://dooyle.zoom.us/j/87221024075?pwd=SXlHbHZ4Y3hhbHNWdWkwZnlXdVVHQT09 1. Factors Affecting Purchasing Intention of Customers on E-commerce Live Streaming Platform: Evidence from Taobao By Renping Yang, Chengjing Huang, Jia Song, Xiaomei Wang and Siyu Yao 2. How brand-related tweets impact consumer purchase behavior

	By Hisashi Masuda, Spring Han and Jungwoo Lee 3. Exploring ESM Incentive Factors for Employees from the Perspective of Adaptive Structuration By Xukun Qing et al. 4. Forecasting Real Estate Market by Deep Learning Through Clustering By Eun Kyung Shin and Taeho Hong	By Shuai Zhang, Bo Zhou and Haichao Zheng 3. Social Media Addiction: Definition, Measurement, Predictors and Consequences By Jiayu Lin, Wenxin Tan, Zifeng Cheng and Miao Miao 4. Understanding the Key Drivers of Impulse Purchasing on Live Streaming from the Perspective of Flow Experience By Yu Ruoyu and Yi Cui
15:30-17:00	**Digital Transformation of Services - Shaping the Future of Service Work** Moderator: Prof. Jungwoo Lee **Zoom Meeting ID:** 824 2964 0650 **Password:** 0629 **Zoom linkage:** https://dooyle.zoom.us/j/82429640650?pwd=NjM3Y00wTWFrTEcyUEgwVzdzd3N6UT09 1. The Influence of Traditional Retail Enterprise Channel Synergy on Enterprise Performance By Juying Wang and Jia Xu 2. A Study on the Social CRM adoption in SMEs impacted by COVID-19: Based on the TOE Framework By Song-Yi Yun 3. Research on Promotion Mode of Dual-channel Supply Chain By Junlin Chen, Wei Gao, Haiqi Jiang and Juzhu Li	**The Social Impact of IS** Moderator: Prof. Tao Wang **Zoom Meeting ID:** 872 2102 4075 **Password:** 0629 **Zoom linkage:** https://dooyle.zoom.us/j/87221024075?pwd=SXlHbHZ4Y3hhbHNWdWkwZnlXdVVHQT09 1. Influence of Information Disclosure of Equity Crowdfunding Project on Investors ' Investment Intention By Ruiying Meng, Guyue Shen, Qiukai Cheng, Minghui Kang, Jun Guo and Tao Wang 2. Exploring the factors influencing users' continued intention to use Green IS – Take Ants Forest as an example By Wenxin Tan, Zhuzhu Li, Jiayu Lin, Zifeng Cheng and Jun Guo 3. What stops you from donating? Explanation based on signaling theory and elaboration likelihood model: An empirical study. By Zifeng Cheng, Xueying Fan, Wenxin Tan and Jiayu Lin

Day2 (Jun 30)		
9:00-10:00	Keynote Speech: Epistemology and Cognitive Computing in eCommerce (Prof. Zhangxi Lin) **Zoom Meeting ID:** 896 6955 5422 **Password:** 0630 **Zoom linkage:** https://dooyle.zoom.us/j/89669555422?pwd=eWtIa2dCbFdGQzdObGpQV2RMTWlsQT09	TBA
10:20-11:40	**General Track** Moderator: Prof. Chuan Luo **Zoom Meeting ID:** 857 7616 1621 **Password:** 0630 **Zoom linkage:** https://dooyle.zoom.us/j/85776161621?pwd=K0lXYVBtd2FiMVlXWXhSQVlJcGhMQT09 1. Study of Consumer Review Systems in Electronic Commerce By Nesrine Charradi, Anis Kalboussi and Hadj Kacem Ahmed 2. The Impact of Public Opinion on In-game Purchases By Jing Li 3. Improving the User Experience and System Efficiency of the Human-Machine Competitive Hybrid System: A Design Science Framework By Liting Li, Haichao Zheng, Li Dong, Chunlin Li, Runping Wu and Zhuoran Dai 4. Analyzing the Impact of Social Commerce on Consumer	**Cross-Regional Issues of Public Opinion on COVID-19** Moderator: Prof. MOU JIAN **Zoom Meeting ID:** 896 0137 2598 **Password:** 0630 **Zoom linkage:** https://dooyle.zoom.us/j/89601372598?pwd=Zk5CRTVPOFNORkc2ck9ObWNMYklqdz09 1. Fake News Detection: Case of COVID-19 "Infodemic" By Olga Chernyaeva and Taeho Hong 2. Predicting Cryptocurrency Market Using Social Media Sentiments and Search Trends during Covid-19 By Jian Mou, Chong Guan, Wenting Liu and Jongki Kim 3. Customers' self-protective motivation toward ride-sharing service in the post-COVID-19 world By Xusen Cheng, Ying Bao, Xiaowen Huang and Junhan Gu

	Behavior: A Systematic Literature Review By Wenjin Zhao and Yun Xu	
14:00-15:20	**Innovations of IT Service in AI Era** Moderator: Prof. Sangkon Lee **Zoom Meeting ID:** 810 6396 1459 **Password:** 0630 **Zoom linkage:** https://dooyle.zoom.us/j/81063961459?pwd=WklZZ0R0cngrS2Vwbnk2N2Z0RGRiQT09 1. A comparative analysis of travelers' online reviews among China, South Korea, and USA using sentiment analysis in the era of the COVID-19 pandemic By Taeho Hong, Jonggwan Won and Junwoo Hong 2. The Impact of Enterprise Security Management on Business Performance By Eunhee Shin, Harang Yu, Sungyun Bae and Hangbae Chang 3. A Study on the effect of Fintech Services on e-commerce: Focusing on Internet-Only Banking and Mobile Payment Services By Wook-Joon Sung and Deokwon Heo 4. An Investigation on the Continuous Use of Carsharing: Evidence from RFMC Model By Hanbyeol Stella Choi, Chanhee Kwak and Junyeong Lee	**Crowdsourcing, Crowdfunding and Open science** Moderator: Prof. Haichao Zheng **Zoom Meeting ID:** 881 8899 1421 **Password:** 0630 **Zoom linkage:** https://dooyle.zoom.us/j/88188991421?pwd=Z2FaNmJJSVM4a3hYeHFPSk9UVFFuQT09 1. Influencing Factors of Investors' Intentions to Follow Investment under the Mode of "Leading Investment + Following Investment" By Lufan Ma, Shuhua Chen, Tianyi Sheng, Yanan Wen, Jun Guo and Tao Wang 2. The Impact of Information Disclosure on Product Crowdfunding By Jing Li 3. How Knowledge Sharing Contributes to Crowdfunding Platform Innovation: A Cross-platform Empirical Study By Zhiyuan Nong, Jing Wu and Dongmei Pang 4. The Effect of Social Network and Third-party Endorsement on Equity Crowdfunding Performance By Dongmei Pang, Jing Wu, Zhiyuan Nong, Shixu Chen, Kaiye Chen and Bo Zhou

15:30-17:00	**Innovations of IT Service in AI Era** Moderator: Prof. Kyungjin Cha **Zoom Meeting ID:** 810 6396 1459 **Password:** 0630 **Zoom linkage:** https://dooyle.zoom.us/j/81063961459?pwd=WklZZ0R0cngrS2Vwbnk2N2Z0RGRiQT09	**General Track** Moderator: Prof. Kai Li **Zoom Meeting ID:** 830 0614 6049 **Password:** 0630 **Zoom linkage:** https://dooyle.zoom.us/j/83006146049?pwd=d3N3R0tSdlV2R3dUR1ZsWEx4QnZaQT09
	1. The Role of Emotions in AR-Based Online Shopping Experience: Shopping-Oriented Experience and Exploration-Oriented Experience By Jun Liu and Zhao Du 2. Defense Cloud Computing Service Policy Direction By Sun-O Choi and Jong-Bae Kim 3. A Data-Driven Approach for Selecting Accounts in B2B Marketing Edi Ferriera, Qiwei Han and Bruno Silva	1. Who will be more willing to update their face images and do their appearances matter? By Dongyu Chen and Zhiyuan Qi 2. How the presence of online healthcare impacts the market structure: an economic modeling approach By Kaiye Chen, Jing Wu and Lijun Wei 3. Understanding Impulsive Buying in Live Streaming Commerce: A Heuristic-Systematic Model By Xia Li, Yun Zhang and Qinghong Shuai 4. Reward Referral Programs and Impulse Buying in Social Commerce: The Mediating Role of Envy By Yue Chen, Yun Zhang, Xinsi Wang and Qinghong Shuai

A Workshop on AI in Bright Internet Research at June 29th (2:00 - 5:00 pm)

Jae Kyu Lee (Chair) and Research Team of Bright Internet Project Consortium

Zoom Meeting ID: 822 6396 7004 **Password:** 419280

Zoom linkage: https://kaist.zoom.com.cn/j/82263967004?pwd=RUdvRnJSZEVDa3N6NFRiMXlldFc4dz09

1. **Architecture of Bright Internet Database and AI Models** [Jae Kyu LEE (Xi'an Jiaotong University and KAIST), Yunfeng ZANG (Shanghai Yovole System), Zhou ZHAO (iSoftStone)]]
2. **Trend of Text Mining and Deep Learning** [Kyumin LEE(KAIST), Qing ZHU (Shaanxi Normal U.)]
3. **Database Structure of Bright Internet Data Center with Privacy Encryption** [Zhihao LI (iSoftStone), Ryan Qingfeng PAN(Coremail), Victor Wei YI (China Financial Certification Authority), Yangyang WANG (Tsinghua University CERNET)]
4. **Contrast of Bright Internet Approach with Honeynet Approach** [Alvin LEUNG (City University of Hong Kong)]
5. **Content-based Sentence Classification and BERT Model** [Xinpei DONG (Xi'an Jiaotong University and Xi'an Big Data)]
6. **Context-based Classification of Spam Mails** [Qi HUANG, Fengyao WANG, Rongli TANG (Xi'an Jiaotong University)]
7. **Integrated Model using Contents and Context Information** [Jae Kyu LEE(Xi'an Jiaotong University and KAIST)]
8. **Discussion for Research Collaboration** [Expert Panelists]